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ABSTRACT

The report summarizes findings of a detailed study to test the feasibility of determining whether want ads in daily newspapers are (1) an accurate reflection of local labor markets and (2) of significant use to employers and job seekers. The study found that want ads are a limited source of information about local labor markets. They are of some use to private employment agencies but were of use to only a small percentage of the total number of employers and job seekers in the two cities. Part One introduces the purpose and other factors of the study and presents a synthesis of information emanating from all aspects of the study. Part Two describes six major investigations and the methodology used for analyzing and coding ads. Three major sub-studies were carried out: (1) the content study, an in-depth analysis of the contents of all ads; (2) an overview, an analysis of occupations, industries, advertisers, and location of jobs; and (3) the volume study (charting the number of ads, measurement of space inches, and a count of ads). Chapters also are devoted to: the user survey; the employer survey; and the job-seeker survey. All research instruments are appended. Supportive data are tabulated. (NH)

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A Study to Test the Feasibility of Determining Whether Classified Want Ads in Daily Newspapers Are an Accurate Reflection of Local Labor Markets and of Significant use to Employers and Job Seekers

Final Report

July 15, 1973

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EDUCATION & WELFARE
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FOREWORD

This report summarizes the findings of a study conducted by Olympus Research Corporation (ORC) under contract to the U.S. Department of Labor's Manpower Administration to test the feasibility of determining whether classified want ads in daily newspapers are (1) an accurate reflection of local labor markets and (2) of significant use to employers and job seekers.

The report is organized into two parts. Part I contains an introductory chapter and a chapter synthesizing information emanating from all aspects of the study. Part II contains detailed descriptions of each of the major investigations conducted by ORC and a description of the methodology used for analyzing and coding ads. The methodology portion (Chapter 3) describes the methods ORC used to conduct three substudies dealing specifically with the analysis of want ads themselves: (1) the content study (Chapter 4), (2) the five-year overview (Chapter 5), and (3) the volume study (Chapter 6). Methodologies used in carrying out surveys conducted by ORC are described in the chapters devoted to each survey: (1) the user survey (Chapter 7), (2) the employer survey (Chapter 8), and (3) the job-seeker survey (Chapter 9). All research instruments used in the study are contained in the Appendix.

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Mrs. Miriam Johnson served as ORC's project supervisor and John Walsh as the project director. Other ORC staff who participated in the project are listed below in alphabetical order:

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PART I

INTRODUCTION AND SUMMARY OF FINDINGS

Chapter 1

INTRODUCTION

The classified "help wanted" sections of daily newspapers played a major role in forging federal manpower policy in the early 1960s. The underlying assumption behind early federally sponsored manpower programs was that structural imbalances in the labor market was a major cause of unemployment. According to this theory, automation and technological change had caused a decrease in the demand for unskilled laborers, a displacement of workers with "obsolete" skills, and an increase in the demand for skilled workers in "new" occupations. The result was thousands of "square pegs" (unemployed workers) who could not fit into "round holes" (jobs). Thus what was needed was a massive training and retraining program to prepare the unemployed and underemployed to qualify for "today's jobs." One of the major pieces of supporting evidence for the structural theory of unemployment was the classified want-ad sections of major newspapers. In city after city, regardless of relatively high unemployment rates, the Sunday editions of newspapers carried as many as eight to ten pages of help wanted ads, many of them listing job titles that did not even exist one to five years previously.

Surely, if classified want-ad sections are an accurate reflection of local labor markets, the condition they revealed in the early 1960s tended to support the "structuralists." To this day, data emanating from classified want-ad sections are used to justify training in occupations "for which there are reasonable expectations of employment" under the Manpower Development and Training Act (MDTA). The tendency has been, both on the part of the structuralists of the early 1960s and many present-day manpower planners, to take for granted the validity of jobs listed in classified want-ad sections.

Until now, however, no research has been conducted to "go behind" the want ads -- to determine if possible how many actual jobs are listed in the want ads (after eliminating all duplication), how many transactions result from these listings, in what occupations and industries they occur; or what want ads reveal (if anything) about occupational trends, specific locations of jobs, wages, fringe benefits, etc. The question therefore as to whether classified want-ad sections are indeed an accurate reflection of local labor markets has not been answered. In fact, whether it is possible to determine whether want ads are a useful source of labor market information is still open to question.

That want ads must be of some use to those who pay for them -- employers and employment agencies -- does not prove that the objectives of job seekers (who may use want ads as a tool in their job search) coincide with those of employers and employment agencies (who advertise in the want ads). To the extent that these objectives do not always coincide, the value of want ads as a reflection of occupational demand and as a tool to job seekers decreases accordingly. For example:

(1) Do employers and employment agencies use want ads as a "come-on" or lure to job seekers for the purpose of registering as many individuals as possible for future transactions? To the extent that advertisers engage in this practice, the value of want ads, both as a reflection of real jobs available in the community and their usefulness to job seekers, decreases.

(2) Do advertisers use want ads for all jobs or just some jobs? If they use them for only some jobs, what is the nature of these jobs? In other words, to what extent do the jobs listed in want ads reflect the total occupational demand of advertisers?

(3) What percentage of employers in a given community use want ads? The lower the percentage, the less want ads would be a reflection of local labor markets, and the less use they would be to job seekers (and to employers).

(4) How many actual employment transactions take place as a direct result of want ads? In which industrial and occupational areas do these transactions take place?

(5) What kinds of valid labor market information are contained in want ads? Each want ad could be considered a "job order" or series of job orders. What information about the "job" or "jobs" are contained in want ads (specific occupation, skills needed, educational requirements, wages, working conditions, fringe benefits, location, industry, etc.)?

(6) What is the breakdown of want ads with regard to employer ads vs agency ads, identifiable employers vs "blind" ads, national ads vs local ads, ads for out-of-town jobs vs ads for local jobs, etc.?

Analyses of want ads have been made by the National Industrial Conference Board, a few research firms and individual researchers, and public employment service agencies. The Conference Board uses a quantitative index of want-ad volume as an economic indicator. Researchers have tested the feasibility of using want ads to measure job vacancies[1] and as a tool to identify "shortage occupations." Most of these analyses have involved basically a count of want ads. For example, ORC, in its study of the effectiveness of MDTA in meeting employers' needs in skills shortage occupations, used want ads as an indicator of occupational demand.[2] Ads were categorized by six-digit Dictionary of Occupational Titles (DOT) codes and counted. This information, together with other indicators, was used to determine whether MDTA training was being conducted in demand occupations. Employment service agencies count want ads for a similar purpose; that is, to help in identifying demand occupations in which training programs might be conducted.

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[1] John G. Myers and Daniel Creamer, Measuring Job Vacancies: A Feasibility Study in the Rochester, New York, Area, no. 97 of Studies in Business Economics, National Industrial Conference Board (1965).

No research, however, has attempted to answer the questions listed above, or to test the feasibility of answering them. Nevertheless, there appears to be a growing skepticism regarding the value of want ads as an economic indicator and as a useful tool to job seekers. For example, a Washington Post article quoted public officials in both the District of Columbia and Maryland as questioning the validity of many of the jobs listed in the want ads.[3] Harvey Katz, writing in the November 1970 issue of The Washingtonian, questions particularly the validity of jobs listed by private employment agencies.[4] Local manpower planners surveyed by ORC in its "skill shortage" study expressed strong reservations about the value of want ads as a source of labor market information.

Yet the classified help-wanted sections of daily newspapers constitute the single most convenient listing of job vacancies to job seekers and the only public listing of job opportunities, with the possible exception of lists displayed by some public employment service agencies, in any given labor market. As such, their importance as a source of valid labor market information should be assessed.

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[2] Olympus Research Corporation, Evaluation of the Effectiveness of Institutional Manpower Training in Meeting Employers' Needs in Skill Shortage Occupations, prepared for the Manpower Administration of the U.S. Department of Labor, Final Report, June 1972, contract no. 83-49-71-03.

[3] Tom Huth, "Employment Agencies Deny Deception in Classified Ads," Washington Post (November 6, 1971), p. B-11.

[4] Harvey Katz, "Hurry! Hurry! Hurry! Get Your Super Job Now," The Washingtonian (November 1970).

Purpose of the Study

With this background in mind, ORC - under contract to the U.S. Department of Labor, Manpower Administration - has conducted a pilot study to test the feasibility of determining whether classified want ads are (1) an accurate reflection of local labor markets and (2) of significant use to employers and job seekers. This report summarizes the findings and conclusions of the study.

It should be emphasized that the primary purpose of the study was to test the feasibility of determining the value of want ads. Whether conclusions can be reached as to the significance of want ads depends upon whether it is possible to extract from want ads -- or by means of employer, private employment agency, and job seeker surveys -- valid information which can be compared with other economic indicators. Another important factor relating to feasibility is the resources it would take to probe the value of classified want ads on a nationwide basis.

Because of the feasibility nature of the study, its scope was limited to study areas, selected newspapers, and a five-year study period. These are discussed below:

Study Areas

The study was conducted in two labor market areas, one a large metropolitan area and the other a medium-sized area. For economic reasons, two cities in which ORC offices are located -- San Francisco and Salt Lake City -- were chosen for the study. The choice of cities where ORC offices are located eliminated travel and per-diem costs and ensured maximum utilization of corporate facilities.

Newspapers to be Studied

Because Sunday editions of newspapers generally contain 22 percent of all want ads appearing in daily editions of newspapers during any given week, only the Sunday editions of classified want-ad sections were studied, The edition chosen was the second Sunday of the month.

In Salt Lake City, both daily newspapers are printed on the same press and carry the same classified ads, even though their ownership is separate. The Tribune is the only paper published on Sunday in the city, thus it automatically became a subject of the study.

In the San Francisco area, there was a choice between the combined San Francisco Sunday Chronicle-Examiner and the Oakland Tribune. Although the Oakland Tribune serves a more defined labor market area than the Chronicle-Examiner (which serves the entire Bay Area and has the fifth largest circulation in the country), ORC opted for the Chronicle-Examiner. If the major purpose of the study was to collect information about a defined labor market area -- or an area within an area -- the Tribune would be the logical choice. However, since the major purpose of the study was to test the feasibility of determining the value of want ads to manpower planners and job seekers in a large metropolitan area, the Chronicle-Examiner seemed to be the better choice. The Chronicle-Examiner has three timees the circulation and three times the number of want ads as the Tribune, and is distributed throughout the five-county SMSA and the seven-county Bay Area.

Thus the papers chosen for the study were the Salt Lake City Tribune and the San Francisco Sunday Chronicle-Examiner.

The San Francisco Chronicle-Examiner: An interview with the manager of the classified advertising department of the Chronicle-Examiner revealed the following:

--The newspaper has a circulation of close to 640,000.

--Each Sunday edition contains an average of 900 help-wanted ads on an average of 8-1/2 pages, nine columns to a page.

--The cost of advertising in the Chronicle-Examiner is three times higher than the Oakland Tribune.

--The greatest cash volume comes from advertising agencies performing national or area-wide recruitment for firms.

--Since May 1972, ads are organized as follows:

#310 - household help wanted
#310-1 - household help wanted, agencies
#333 - help wanted
#333-1 - couples
#333-2 - temporary agencies
#333-3 - agencies

--Previous to May 1972, ads were organized as follows:

#300 - help wanted, women
#300-1 - temporary agencies
#300-2 - agencies
#310 - household help
#310-1 - household help, agencies
#320 - help wanted, men and women
#320-1 - help wanted, couples
#350 - help wanted, men
#350-2 - help wanted, agencies

--The newspaper has a policy against any reference to race.

--Though the law explicitly prohibits mention of age and sex, the paper does not regard itself as a law enforcement agency and permits advertisers to use whatever language they wish.

--Ad takers are asked to start the ad with an occupational reference. It is also the policy of the paper to put "sales" in corner of the ad if there is a sales element.

--Ads are listed alphabetically by occupation.

--All sales ads should state the payment system; e.g., "commission" or "salary."

The manager emphasized that the paper does not prohibit references to race because "it is against the law," but because it is "against newspaper policy." All advertising is regulated by the California Business and Professions state code. It has not been determined, to the satisfaction of the newspaper, that newspapers are culpable under this code. The newspaper does offer, however, a reward of $250 for information leading to the exposure of false advertising.

ORC requested permission to interview ad takers to determine the kind and amount of training ad takers receive, how ads are worded, and what role the ad taker plays in the actual wording of the ad. This request was based on the fact that many employers, especially smaller ones who have infrequent needs for staff recruitment, are not knowledgeable in placing job orders or in making their wishes known. major portion of employment service staff training, for example, is directed toward helping employers place job orders and eliciting from them the kinds of information that facilitate matching workers with jobs. The hypothesis was that employers who call newspapers have similar problems, and that the ad taker may have a significant effect on the nature and amount of information included in the ad. ORC's request, however, to interview newspaper personnel was rejected. The newspaper has done no research on its own into the content of want ads.

The Salt Lake Tribune. The Sunday edition of the Salt Lake Tribune has a circulation of 182,955,[5] covering most of Utah and southern Idaho. Its classified section carries want ads in the following categories (all headings according to sex were removed in May 1972):

#10 - help wanted (formerly "female")
#10A - domestic services
#11 - women want work
#12 - nurseries (child care)
#13 - help wanted (formerly "male and female")
#14 - employment agencies
#14A - temporary work
#15 - help wanted (formerly "male")
#16 - sales help
#17 - men want work
#18 - schools training
#19 - business opportunities

The Tribune requires that all help-wanted ads must state the nature of the work. Sales help ads must name the product to be sold and must state whether the pay is salary or commission or both.

Until April 1972, agency ads were listed in their own section (14). Agencies are now allowed to list single job ads in the other sections, provided their names indicate that they are agencies or that they explicitly state that they are agencies. The Tribune also requires agencies to state the types of jobs they are advertising and claims to police the validity of the jobs listed.

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[5] This number includes recipients of Salt Lake City's Deseret News who receive the Tribune on Sundays because the Deseret News has no Sunday edition.

Period of Study

Analyses of want ads were made for the five-year period 1968 to 1972. A total of forty separate analyses (quarterly analyses of two newspapers, or eight per year for five years) were made. This provided a sufficient period of time to correlate the want ads with economic fluctuations in the two labor market areas. Weekly counts of want ads and number of inches of want-ad columns for the five-year period were obtained from the San Francisco Chronicle-Examiner but not from the Salt Lake Tribune.

Study Design

The methods used to carry out the specific objectives of the study will be described in each of the subsequent chapters. This section describes in broad general terms ORC's approach to the study. Six major investigations were conducted: (1) want-ad content study, (2) five-year overview of want ads, (3) the volume study, (4) user survey, (5) employer survey, and (6) job seeker survey. In addition, ORC researchers conducted personal interviews with representatives of private employment agencies and their associations, managers of the classified sections of the two newspapers, and representatives of law enforcement agencies (Federal Trade Commission, California's attorney general's office, the office of the California consumer counsel, and the San Francisco district attorney's office). Because the bulk of the report, including its major findings and conclusions, are based on the six major investigations, each of the six is described briefly in this section.

Want-Ad Content Study

The purpose of the "content study" was to determine what kinds of information (and how much information) pertaining to jobs is contained in want ads. There are approximately 900 want ads in each Sunday edition of the San Francisco

Chronicle-Examiner and 350 in each Salt Lake Tribune. Quarterly analyses of one newspaper per month over a five-year period would amount to analyses of 25,000 coded lines. The sheer magnitude of the volume coupled with preliminary attempts to extract data from ads led to the conclusion that it would be more productive and enlightening to perform an in-depth content study before performing the five-year "overview." Using a small sample, ORC made an attempt to extract every possible piece of information that was available pertaining to jobs through want ads. The design of the five-year overview was based on the results of the content study.

The newspapers selected for the content study were the September 8, 1968, and September 10, 1972, editions of both newspapers. Every ad in these four papers is used, numbered, and coded. Every occupation listed, including those listed by private agencies, is coded on a separate line of the coding sheet.

In effect, what the content study does is to treat each job (not ad) listed in the want ads as a separate "job order." Every piece of information which a good job order should contain is listed across the top of the coding sheet. Each ad, numbered, is listed on the left-hand side of the sheet. Whatever information the ad contains (or does not contain) is coded in the appropriate column.

Although the original purpose of the content study was to provide a basis for the design of the five-year overview, its results -- from the point of view of the feasibility aspects of the study -- are most significant.

Five-Year Overview

The content study required coders to code forty different pieces of information about jobs listed in the want ads. This is a time-consuming and costly process. Obviously, it would not be possible to code this many items for forty newspapers. Based partially on the results of the content study and partially on the resources and time available to perform the study, the five-year overview of forty newspapers (twenty San Francisco Sunday Chronicle-Examiners and twenty Salt Lake Tribunes) coded the following information:

- --Advertiser
  - --Employer
  - --Employment agency
  - --Bordered ads (national ads)
  - --Non help wanted
  - --Unknown
- --Location
  - --San Francisco or Salt Lake City
  - --San Francisco or Salt Lake City SMSA
  - --Beyond above
  - --Unknown
- --Occupational code (three-digit survey code, if possible)
- --Industrial code (SIC two-digit code, if possible)

Excluded from the overview study were private employment agency ads (that is, ads appearing in the private employment agency sections of the want-ad columns; private employment agency ads appearing in the regular section of the want ads counted but not coded), and ads which were for jobs in areas outside the SMSAs (the latter were also counted but not coded).

The out-of-town ads were excluded because the overview data are that which were compared with objective labor market information for the two SMSAs. The major reason for the exclusion of private agency ads is that it was impossible to separate the "pure advertising" aspects of private agency ads from whatever actual jobs are listed in want ads by agencies. This subject is explored in detail in Chapters 2 and 3; suffice it to say here that one of the major reasons private agencies advertise in want ads is to advertise themselves, or to call to the attention of job seekers the services offered by their firms. There is no way of knowing how many jobs (if any) private agency ads represent. Although state law in both California and Utah requires that for every job listed in the want ads by a private agency, the agency must have a job order on file in its office, there is no way of knowing whether there is one or fifty job orders for the job(s) listed. Moreover, it is not likely that investigations by law enforcement agencies will be made of agencies unless their ads are so obviously "lures" that they draw attention to themselves, or unless job seekers file complaints against the agencies. Both circumstances are extremely rare.

In addition, employers who use private agencies often use more than one, thus causing duplication of jobs listed in the want ads. "Job development" activities by agencies also cause duplication. Job development generally consists of agencies calling employers and requesting listings. Since several agencies may (and usually do) call the same employers, the same job orders are apt to be filed with each agency that calls. Thus the same job order may appear in the ads of several different agencies and as an employer ad in other sections of the want ads.

For these reasons, it was decided to limit the overview to those ads listed by employers.

The Volume Study

The San Francisco Chronicle-Examiner provided ORC with weekly counts of want ads that the paper provides to the National Industrial Conference Board. ORC used these for the second Sunday of the month. Similar counts were available from the Salt Lake Tribune, but were not of much use because of a change in the paper's policy regarding private employment agency ads.

In addition, in both cities the volume of private agency, employer, and national (or "bordered") ads was measured in terms of both sheer numbers of ads and space. The volume of ads by number was computed on a quarterly basis; by space on a monthly basis.[6]

The degree of correlation between unemployment rates and each of the want-ad volume measurements (by category -- private agency, employer, national ads) was then computed.

The User Survey

The term "user" refers to those employers who use want ads to recruit workers. The major purpose of the user survey was to determine how many ads resulted in successful transactions as a direct result of want-ad advertising. In San Francisco, ads placed by employers (who could be identified) were clipped from four newspapers -- December 10 and December 17, 1972, and January 7 and January 14, 1973 -- and placed on file cards. The cards were then taken to the Department of Human Resources Development (employment service) in Sacramento to obtain the SIC code and the size of firm for each employer. The same process was followed in Salt Lake City, except that the ads were clipped from four January editions of the *Tribune*.

In order to enlarge the sample of users, nonagency ads which did *not* identify the employer were clipped from the January 14 edition of the San Francisco *Chronicle-Examiner*. Using telephone books, a publication known as *Contacts Influential*,[7] and direct calls to those employers who listed only telephone numbers, an effort was made to identify additional employers. This extra effort resulted in enlarging the sample from 288 to 541. Unfortunately, the limitation of time and resources excluded the possibility of repeating this process for the other three editions of the San Francisco paper and the four editions of the Salt Lake Tribune. The problem of identifying employers from want ads is one that goes to the heart of the feasibility aspects of this study and will be discussed in detail in Chapter 7.

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[6] Prior to mid-1971, the Salt Lake *Tribune*, like the San Francisco *Chronicle-Examiner*, required that all private agency ads appear in a special section of the want ads. After mid-1971, private agencies were permitted to advertise individual jobs in regular sections of the want ads. The result was that the count of private agencies' ads quadrupled between 1970 and 1972. Previous to mid-1971, a private agency would list all of its jobs in one large ad; after mid-1971, a private agency might purchase several small ads to list its jobs.

[7] A San Francisco publication which has an index of firms by address.

A letter and questionnaire was sent to each identified employer. The pertinent ad was replicated on the face of the letter. The questionnaire contained ten questions, each of which the employer could answer by simply making a check in designated spaces. In developing the questionnaire, ORC opted for simplicity and information directly related to the study (no open-ended questions) in order to improve the rate of response. Judging from the returns, the decision was valid. The return on the original letter (without any follow-up) was about 65 percent. After follow-up letters and phone calls were made to nonrespondents, the return increased to 72 percent.

Employer Survey

The user survey included only employers who could be identified as users of want ads and was designed primarily to ascertain the number of ads that effectively provided a match. The purpose of the "employer" survey was to determine (if possible) the extent of want-ad use by employers in general. Random samples of employing units (600 in San Francisco; 300 in Salt Lake City), stratified by employer size and major industrial division, were selected. A letter and two-page questionnaire was mailed to the 900 employers. The questionnaire contained four questions, each of which could be answered by a check (or checks in multiple part questions) in designated spaces. Follow-up letters and telephone calls were made to nonrespondents. The final return was nearly 75 percent.

Job Seeker Survey

With the cooperation of employment service offices, ORC carried out a survey of job seekers in such offices in San Francisco and Salt Lake City. In

San Francisco, the survey took place in two central city (or "main") offices: industrial and service and commercial and professional. In Salt Lake City, all occupations are combined in one central office, which is where the survey took place.

ORC researchers spent three days in each of the two San Francisco offices and two days in the Salt Lake City office. The attempt was made to survey every applicant who came into the three offices while ORC researchers were on site. ORC researchers handed out self-completing forms to applicants waiting in line who were examining open job orders or waiting to be called for an interview. In addition, employment service staff gave the forms to job seekers and requested that they fill them out and leave them at a well-marked desk, assigned by the employment service to ORC while the survey took place. In addition to the self-completing forms, researchers conducted in-depth personal interviews with a sample of the applicants. The major criteria for selecting applicants for an in-depth personal interview was a "yes" answer to the following question: Did you ever in the past five years, respond to any jobs listed in the help-wanted column of any newspaper?

The purpose of the job seeker survey was to ascertain the extent to which job seekers use want ads, their success or lack of success in finding jobs through want ads, and their general opinions of want ads as a job-seeking tool.

In San Francisco, ORC received a total of 540 self-completing forms; 64 people were interviewed, and they described 81 incidents of responding to specific ads. The corresponding figures for Salt Lake City were 306, with 34 interviewed, reporting on 38 incidents.

Problems in Conducting the Want-Ad Study

ORC's proposal to the Manpower Administration to conduct a want-ad feasibility study was, like most proposals, extremely general in nature. The proposal stipulates that ORC would "analyze" want-ad sections of newspapers and "interview" or "survey" employers, job seekers, and employment agencies. Exactly how these tasks would be carried out was left to the design phase of the project. ORC researchers soon discovered that they were dealing with a subject that had not been explored previously. Tasks which had seemed simple enough when the proposal was prepared turned out to require far greater resources -- both in terms of funds and personnel-- than had been anticipated. Because considerations such as these have an important bearing on the feasibility of carrying out a study of want ads on a scale much wider than this "pilot" project, they are summarized below. It should be emphasized that problems relating to the substantive aspects of the study will be discussed in the main body of the report; the problems outlined in this section have to do with the administrative feasibility of conducting an in-depth study on want ads.

Raw Materials

One of the first problems confronting ORC was how to obtain the raw materials necessary to conduct the study. The basic raw materials required for this study were the five years' worth of Sunday classified help-wanted sections for two newspapers. The newspapers themselves, of course, were not available. Libraries had copies of the papers on microfilm, but in order for these to be useful for research purposes, the want-ad sections had to be reproduced on sheets that could be handled by coders in the office. After a great deal of negotiation, the San Francisco Chronicle-Examiner ads were replicated into workable sheets by means of a special photocopying machine at the San Francisco Public Library for $0.25 a sheet, or about $2.00 a newspaper. However, ORC personnel had to do the time-consuming work themselves. Since no such machine exists in Salt Lake City public libraries, ORC checked the possibilities of having the job done commercially. Commercial rates for this service, however, ranged from $2.00 to $15.00 a sheet -- far beyond the study's budget. Again, after much negotiation, the Marriot Library at the University of Utah agreed to send microfilms of the Salt Lake Tribune classified want-ad sections (in six-month batches) to San Francisco for replication at the San Francisco Public Library. The microfilms were then returned to Salt Lake City.

These problems caused delays in the study's time schedule and cost the project approximately $215 not included the staff time spent on negotiations with newspapers, libraries, and commercial photocopying firms, and in reproducing the sheets. If a full-scale, historical study of want ads was to be conducted nationwide, the acquisition of the raw materials necessary for study would present formidable problems.

Coding Problems

At the time ORC presented its proposal to the Manpower Administration, little thought had been given to the amount of time it would take to analyze and code ads, or the problems that accurate coding would present. Before hiring research assistants who would be assigned the task of coding ads, an experiment was conducted with five ORC staff members who are experienced in dealing with labor market information. Each member was given an identical sample of help-wanted ads from a current newspaper and a coding sheet, and were asked to code each ad for the following: (1) advertiser, (2) occupation, (3) industry, and (4) location. It took each individual an average of about three minutes to code each ad, but when sheets were exchanged and checked for consistency, it was found that discrepancies existed in more than 50 percent of the ads. If this could happen when people experienced in dealing with labor market information were coding ads, it could be anticipated that when inexperienced research assistants undertook the assignment, the rate of discrepancy would increase substantially.

The solution was refinement of the codes (or making the codes as specific as possible), extensive training of the coders, and quality control. The refinement of the codes and instructions to the coders were completed before the coders were brought on board. ORC hired an occupational analyst and expert on industrial coding as a consultant to help prepare the final research instruments and to help train the coders. The four coders who were hired were given forty hours of intensive training, during which they checked each other's ads and discussed all discrepancies. When the coding actually began, a quality control system was instituted, consisting of regular cross checks by staff members of approximately 10 percent of each other's work. Partners were exchanged regularly. Areas of disagreement became subjects for general discussion, and errors were analyzed and corrected. In addition, about half way through the coding of the content study, the consultant mentioned above was retained to check the coding done to date for accuracy. The result was that errors were reduced to 0.002 percent.

Accuracy, however, takes time. ORC estimates that it took coders five minutes per coded line, or a total of 532 hours to perform the content study. The overview took approximately three minutes per coded line, or about 1,069 hours. One factor that added to the time was the sheer tedium and difficulty of reading the small print which required frequent breaks. Counting training, quality control, and certain clerical duties connected with coding, this translates into a total of 13.4 man-months for four coders to perform the content study and the five-year overview. Originally, ORC intended to analyze all sixty editions of each paper for the five-year overview, but this would have taken an additional 8.6 man-months, more than the project could afford both in terms of time and funds. Moreover, it soon became apparent that analyses of 120 newspapers would add nothing of significance -- other than sheer volume -- to the study. The decision was made, therefore, to reduce the sample from 120 to forty editions of the two newspapers.

Substantive problems regarding coding will be discussed in Chapter 2. This discussion relates solely to the resources required to perform analyses of want ads -- a question which has a bearing on the feasibility of conducting a study of want ads on more than just a pilot basis.

Clerical Work Load

The original proposal stated that ORC would interview two groups of employers (users of want ads and employers selected at random) and job seekers. During the design phase of the project, however, it became apparent that if the employer samples were to be significant, mail surveys would be necessary. The mail surveys, especially the "user" survey, more than tripled the project's clerical work load. Aside from the usual mailings, second mailings, and telephone follow-up, the user survey presented certain problems that were unique. The design called for a sample of 500 user employers to be surveyed in San Francisco and 300 in Salt Lake City. Potential ads were clipped from four editions of each newspaper and pasted on file cards. Those ads which identified the employer were sent to the employment service to be coded for SIC code and size of firm. In San Francisco, using the publication Contacts Influential, ORC made an attempt to identify the employing units of those firms which listed only addresses. Phone calls were made to firms which listed only telephone numbers. Depending upon the employer's preference, either the form was filled out via the phone conversation or mailed to the employer. The additional employers identified through the address search and telephone calls were also forwarded to the employment service for coding by SIC and industry size.

All this required far more clerical work than had been anticipated. As a consequence, ORC had to alter its personnel plans accordingly.

Summary

The report that emerges is the most detailed study of want ads ever attempted. Its results indicate that want ads, as presently handled, are a limited source of information about local labor markets. As a recruitment tool, they are of value to a comparatively small group of employers. As a job-seeking tool, their value is seriously impaired by inadequate and inaccurate job information, by poor organization and stratification in the newspapers. However, the results are not by any means totally negative, nor can the same conclusions be applied (in all cases) to the two labor markets. Moreover, because this study is the first of its kind, there can be no doubt that some of the techniques developed and used by ORC could be improved, and in some cases, the application of totally different techniques might have yielded better information.

Nevertheless, the study should be of use to manpower planners -- especially those at the local level -- in extracting as much useful information as possible from the classified want-ad sections of the daily newspapers. At the same time, it should serve to alert planners to the dangers of basing major decisions upon labor market information emanating solely from want ads.

Chapter 2

ANALYSIS, SUMMARY, AND CONCLUSIONS

All of the major analyses and surveys conducted by ORC are described in Chapters 3 through 9. These chapters, repleat with backup statistical tables, contain detailed descriptions of the methodologies used and examine in detail every possible piece of information that can be extracted from analyses of want ads and surveys of employers and job seekers. This chapter draws information from each of the succeeding Part II chapters in order to answer the basic questions posed by the study. Statistical tables are kept to a minimum and, wherever possible, are integrated with the text. The purpose is to synthesize information emanating from the six major investigations conducted by ORC. It is intended that this chapter, together with the introduction that precedes it, can stand on its own as a summary of ORC's findings and conclusions.

In addition, in this chapter ORC discusses separately the use of want ads by private employment agencies and the roles of various law enforcement agencies in enforcing laws which may apply to classified want-ad advertising. Because of the problems posed to the researcher by private agency use of want ads, this subject is treated in a separate section -- the first section of the chapter. The roles of law enforcement agencies are included in the section on the use of want ads to job seekers.

Basically, the want-ad study is directed toward determining the feasibility of answering three questions: (1) Are want ads a true reflection of the sample labor market? (2) Of what use are want ads to employers? (3) Of what use are want ads to job seekers? This chapter attempts to answer these questions, including the feasibility aspects of each. It is divided into five sections: (1) use of want ads by private employment agencies, (2) want ads as a reflection of local labor markets, (3) use of want ads to employers, (4) use of want ads to job seekers, and (5) summary and conclusions.

USE OF WANT ADS BY PRIVATE EMPLOYMENT AGENCIES

It must be kept in mind that for agencies and organizations that act as intermediaries between job seekers and employers, classified want-ad sections are a form of advertising. When employers buy space in the want ads, the majority are assumedly desirous of finding qualified applicants to fill existing job vacancies; this is not always true (see below). Private agencies, on the other hand, may be seeking qualified applicants to fill specific jobs, but they are also buying space in the want-ad columns to advertise themselves, or to attract applicants to their offices.

To gain some insight into the question of the purpose of the use of want ads by agencies, ORC contacted the president of the Association of Employment Agencies of Northern California. He suggested that ORC researchers meet with representatives of the association. The meeting was arranged for Thursday, May 31, at 7:30 p.m. in the offices of a San Francisco member agency. Seven representatives of the association attended, including the president, a member of the California advisory board to the California Bureau of Employment Agencies, and the association's legislative representative.[1]

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[1] The president of the association explained that more members would have attended if he had not mailed out copies of the ORC proposal to his membership. After reading the proposal, several members complained that some of the questions asked in the proposal tended to impugn the integrity of private agencies (e.g., "Do such agencies actually have jobs for each ad that they place?") and refused to attend the meeting.

The discussion centered on two basic questions: (1) What is private agency policy regarding the use of want ads? (2) Is it possible to obtain from private agencies the number of job orders received and the number of referrals and placements made, stratified by industry and occupation?

Private Agency Policy Concerning Want Ads

The general consensus of the seven agency representatives present at the meeting was as follows:

(1) Private agencies are in the business of selling employment services to job seekers.

(2) Their sole source of both advertising and potential applicants are the classified want-ad sections of daily newspapers.

(3) State law provides that for all jobs listed in the want ads by private agencies, current job orders must be on file in the offices of the agencies, and all agencies are subjected to state audits at the discretion of the state.

(4) Private agencies do not list all their job orders in the want ads; in fact, the number of jobs listed is usually a small percentage of the total job orders that agencies have on file.

(5) Those jobs listed in the want ads by private agencies are apt to be those which are in the greatest demand, and are likely to be higher quality jobs than most of those not listed.

(6) Most private agencies advertise year-round in the want ads, and most subscribe to a "rate holder ad" on a contract basis; e.g., a contract to hold three lines for five to six years. In some agencies, the counselors run "spot ads."

(7) Private agency budgets for want-ad advertising fluctuates according to whether the flow of applicants is adequate to fill job orders on

file. If agencies have many jobs but few applicants, want-ad advertising is apt to increase; if the opposite is true, want-ad advertising decreases.

The agency representatives emphasized more than once that private employment agencies are in the business of providing employment services to job seekers. Their ads therefore have two purposes: (1) to find qualified applicants for existing job orders and (2) to increase the flow of applicants into their offices. The agencies insisted that "jobs" are not a problem. If for example fifty applicants apply for one job and only five are adequately qualified to be referred, the agency will nevertheless attempt to develop jobs for the remaining 45. "Best jobs" are listed not only to recruit qualified applicants, but also to attract the largest possible flow of applicants.

A large percentage of the jobs listed with private agencies is listed with more than one agency. This happens both because many employers who use private agencies list their jobs with more than one, and because various private agencies call the same employers (in their job development efforts) -- thus leading to the same jobs being listed with several agencies. This duplicating factor, together with the fact that the jobs listed in the want ads by private agencies constitute only a small percentage of the total job orders held by private agencies, makes it impossible to determine the total number of jobs, as opposed to ads, listed in any edition of the classified want ads.

Private Agencies and Labor Market Information

The agency representatives were asked a two-part question: Would it be possible for private agencies to provide government agencies with periodic reports on job orders received, and referrals and placements made, broken down by industry and occupation? If such reports are possible, would private agencies be willing to supply such information?

The unanimous and resounding answer was "NO." The agencies complained that they already suffer from too much governmental regulation and that they are constantly warding off further "restrictive legislation." The reporting system suggested by ORC would only increase agency record-keeping costs without providing in return anything of value to the agencies. When private agencies were under the jurisdiction of the California Department of Industrial Relations (until 1968), they were required to file transaction reports, but since jurisdiction for private agencies has been transferred to the Bureau of Employment Agencies (Department of Consumer Affairs), these reporting requirements have been dropped. A bill which would require private agencies to make such reports was introduced into the legislature this year but was defeated.

The agency representatives were unanimous in condemning the public employment service as a government-subsidized operation in direct competition with private agencies. They were also highly critical of the fact that only private agencies are subject to federal and state laws governing want-ad advertising, even though many ads placed by private employers are "spurious," and that the public employment service receives federal and state funds "year after year regardless of its performance." The general consensus was that so long as these conditions exist, private agencies would not look favorably on cooperating with government in providing reports of their transactions.

ORC asked about spurious employer ads. The response pertained mainly to "blind ads" (for example, ads which list only box numbers), a small percentage of the total employer ads. Four questionable uses of want ads by employers were mentioned:

(1) To determine whether their present employees are restless, or are looking for new employment opportunities

(2) To seek out qualified individuals to replace current employees, without notifying the current employees that their terminations

are being contemplated

(3) To build up a file of applicants for filling anticipated vacancies (this applies not only to blind ads, but to other ads -- especially national ads)

(4) To attract applicants for jobs which the employers are unwilling to spell out in want ads (e.g., masseuse, b-girl, topless or bottomless dancer, and other even less "legitimate" occupations for women; in the case of both men and women, door-to-door sales jobs).

There are of course legitimate uses of blind ads by employers. Some employers use box number ads so that applicants will not screen themselves out; others use applicant responses as a screening mechanism. The agencies merely wished to emphasize that want-ad abuses are not restricted solely to private employment agencies.[2]

The nature of want-ad advertising by agencies presents serious difficulties to the researcher. Agency advertising is directed primarily toward attracting well-qualified applicants, not necessarily (as in the case of most employer ads) for specific jobs, but for all jobs the agency may have on file or for job development purposes (in the event that none of the jobs on file suit the applicants' capabilities). In other words, agency advertising is directed primarily toward calling public attention to the services offered by individual private, profit-making companies. The researcher therefore must ask the following questions:

(1) Since agencies, in order to show themselves in the best possible light, list only their best jobs in the want ads, how many actual job orders do these "best jobs" represent?

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[2] ORC's summary of its meeting with representatives of the Association of Employment Agencies of Northern California was approved by the president of the association.

(2) Since employers generally place their job orders with more than one agency, how many times is the same job duplicated in the want ads?

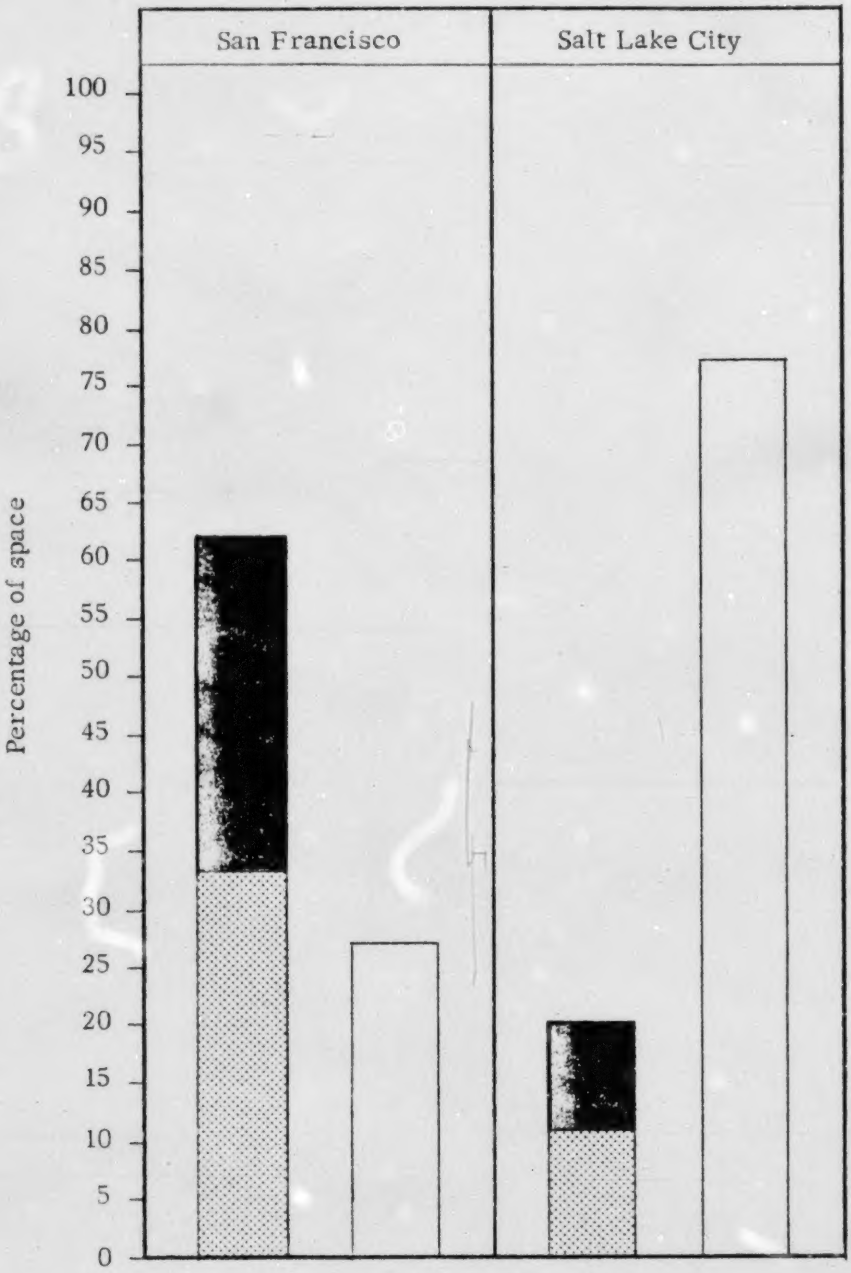
(3) In what occupations and industries are the "hidden" job orders (those not listed in the want ads) held by agencies? How many hidden job orders do agencies hold?

It is impossible to obtain the answers to these questions, and it is impossible to obtain from private agencies reports on job orders obtained and referrals and placements made, broken down by occupation and industry. Thus to the extent that agency ads dominate classified want-ad sections, the ability of researchers to determine the extent to which want ads reflect local labor market conditions is weakened. It is possible to test the sensitivity of agency ads, in terms of sheer volume, to fluctuating unemployment rates (see below), but if the jobs listed by agencies are combined with those listed by employers and are compared, by occupation and industry, to the actual distribution of jobs in local labor markets, serious distortions are bound to result. For this reason, in performing its five-year overview, ORC eliminated all agency ads from its analysis.

Extent of Agency Advertising in San Francisco and Salt Lake City

ORC performed three measurements to determine the extent of private agency advertising: (1) by numbers of ads, (2) by the amount of space taken up by agency ads (inches), and (3) by the number of job titles (see Table 2-1).

It is obvious that want-ad advertising by private agencies is of much greater significance in San Francisco than in Salt Lake City. The accompanying chart provides an even more dramatic presentation of this fact: Agency and bordered ads account for nearly two-thirds of the help-wanted space in the San Francisco Chronicle-Examiner; employer ads account for about one-quarter of the



Note:

Dark areas represent "bordered ads" -- ads placed by advertising agencies to perform nationwide, statewide, and areawide recruitment for employers. Shaded areas represent private agency ads. White areas represent employer ads.

Chart 2.1. Comparison of the Percentage of Want-Ad Space Used by Private Agency and "Bordered Ads" (Combined) and Employer Ads from the San Francisco Chronicle-Examiner, 1968-72.

space. In Salt Lake City, on the other hand, employer ads account for 79 percent of the space; agency and bordered ads only 21 percent.

TABLE 2-1

Extent of Private Agency Want-Ad Advertising in San Francisco and Salt Lake City (1968-72)

City	Percentage of Total Number of Ads	Percentage of Total Inches of Space	Percentage of Total Number of Job Titles
San Francisco	23.4%	34.6%	63.0%
Salt Lake City	13.7%	11.9%	27.0%

[a]These figures are taken from the content study which examined the September 1968 and September 1972 editions of both newspapers.

If employer ads are more reflective than agency ads of the occupational and industrial distribution of jobs in the local labor market (and ORC believes they are), then the classified help-wanted sections of the Salt Lake Tribune are more reflective of the Salt Lake City labor market than the Chronicle-Examiner's help-wanted sections are of the San Francsico labor market. This hypothesis will be tested in the next section, but first it might be well to examine the occupational distribution of employer ads against the occupational distribution of agency ads. Table 2-2 is taken from the content study, in which two editions of each newspaper (from September 1968 and September 1972) were coded for all information that want ads contain about specific job titles. The content study was the only investigation conducted by ORC in which agency ads were coded.

TABLE 2-2

Comparison of Occupational Distribution of Jobs Advertised in Want Ads by Private Agencies with Those Advertised by Employers -- Both Papers Combined

Occupation	Percentage of Jobs Advertised by Private Agencies	Percentage of Jobs Advertised by Employers
Professional	18.1%	17.3%
Managers/administrators/directors	7.2	8.4
Clerical	48.7	16.9
Sales	9.4	18.2
Service	4.0	20.0
Blue collar/skilled	2.1	10.3
Blue collar/other	1.6	5.4
Unknown	8.9%	3.5%

Of all agency ads, 83 percent are in white-collar occupations, nearly 50 percent in the clerical cluster. Only 7.7 percent of agency ads are in blue-collar and service occupations. Employer ads, on the other hand, are fairly well distributed between blue-collar and service occupations (about 54 percent) and white-collar occupations (46 percent). As will be noted in the next section, even employer ads are weighted in favor of sales and other white-collar occupations, but if agency ads were counted along with employer ads, the distortion would be even greater.

Effect of Newspaper Policy on Composition of Want-Ad Sections

The San Francisco Chronicle-Examiner requires that all private employment agency ads appear in their own section of the help-wanted pages. Until mid-1971, the Salt Lake Tribune also required the segregation of agency ads. In mid-1971, however, the Tribune changed its policy to permit agencies to advertise in the regular sections of the help-wanted columns, provided that they identify themselves as private employment agencies. The effect of this change of policy on the composition of the Tribune's want-ad pages was quite dramatic. Table 2-3 indicates the change which occurred.

TABLE 2-3

Volume of Private Employment Agency Ads (by Percentage of Total Numbers of Ads and Percentage of Total Inches) -- Salt Lake Tribune (1968-72)

	Percentage by Years				
Category	1968	1969	1970	1971	1972
Number	6.0%	6.3%	9.1%	15.1%	24.0%
Inches	6.7%	8.0%	14.4%	18.8%	11.9%

The number of agency ads quadrupled over the five-year period, whereas the space occupied by agency ads increased by less than twice the space occupied in 1968. This indicates that after the policy change, agencies opted for an increased number of small ads. Before the policy change, agencies contracted for a small number of large ads. If agency ads have a distorting effect on the want ads as an indicator of local labor market conditions, the change in policy instituted by the Tribune weakened its classified help-wanted section as an indicator of the Salt Lake City labor market. One can imagine, for example, what would happen if the San Francisco Chronicle-Examiner instituted the same policy as the Tribune. Its want-ad pages would increase by four or five pages, but the significance of this increase, in terms of local labor market developments, would be zero. Thus in measuring the distorting effect of private employment agency ads on want-ad sections as indicators of local labor market conditions, the policy of newspapers regarding agency ads must be taken into consideration.

Sensitivity of Agency Ads to Unemployment Rates

In the next section of this chapter, the effect of unemployment rates on the volume of all want ads, both in terms of numbers and space (inches), will be discussed. In this section, the question of agency ad sensitivity to unemployment rates is considered. The figures in Table 2-4, drawn from the volume study, provide an interesting picture.

TABLE 2-4

Quarterly Correlation of Agency Want-Ad Variables with Unemployment Rates -- San Francisco[a]
(1968-72)

Variable	Correlation
Number of ads	-0.1352
Inches of ads	-0.5582

[a] Because of the change in policy by the Salt Lake Tribune, which allowed agencies to list jobs in the regular sections of the want ads, and the resulting sharp increase in the number of agency ads, a similar table was not constructed for Salt Lake City.

Perfect negative correlation would be 0.0000 and would indicate that the volume of agency ads is not affected by unemployment rates. It is interesting to note that the number of agency ads has almost no correlation with unemployment rates. This indicates that private employment agencies continue to advertise regardless of how high unemployment rates may climb. However, inches of agency ads has a high correlation with unemployment rates -- the highest of any of the three categories of ads (see next sedtion): agency, bordered, and employer. Irrespective of the rate of unemployment, private agencies must still remain competitive to stay in business. Thus they continue to advertise in the want ads even during periods of high unemployment. The size of their ads, however, or the amount of space they buy, decreases as unemployment rates climb.

Information about Jobs Listed by Agencies

In connection with the content study, ORC made a comparison of the kinds of information about jobs contained in agency ads and the kinds of information contained in employer ads. Table 2-5 shows that with the exception of wage rates, key information about jobs listed by private agencies is almost totally lacking.

TABLE 2-5

Comparison of Job Information Contained in Agency and Employer Ads
(Both cities)

Titles Coded and Type of Information	Agencies		Employers	
	Number	Percent	Number	Percent
Number of titles	3,485	100.0%	2,901	100.0%
Location of job:				
Known	316	9.1	2,696	92.9
Unknown	3,169	90.9	205	7.1
Industry:				
Identified	479	13.8	1,994	68.7
Unidentified	3,006	86.2	907	31.3
Identity of employers:				
Identified			719	24.8
Unidentified	3,485	100.0	2,182	75.2
Wage information:				
Given	3,046	87.4	431	14.9
Not given	439	12.6%	2,470	85.1%

Obviously agency ads contain more wage information than employer ads because agencies, as a matter of policy, advertise those jobs (high wage jobs) which are most apt to attract the largest number of well-qualified applicants. Employers, on the other hand, often refrain from listing wage information so that potential applicants will not screen themselves out because of what may appear to them as low wages, or because they would rather negotiate wage rates with applicants. In every other key category, including even "location of job," agency ads are lacking.

Summary

Throughout the course of this project, ORC struggled with the research problems posed by private employment agency help-wanted ads. It was finally decided that all agency ads had to be eliminated from ORC's analyses of want ads. Agency ads are advertisements for private, profit-making enterprises. These enterprises must have a constant flow of applicants to stay in business. Their ads therefore are designed to attract applicants first, and to fill job orders second. Although it is true that for every job listed by private agencies in the want ads, a current job order must be on file, there is no way of knowing how many such orders are on file, or how many unlisted job orders (if any) private agencies hold. Private agencies are as much involved in job development as they are in filling existing job orders. If one high-quality job listed in the want ads attracts fifty well-qualified applicants, private agencies will attempt to find all fifty jobs, regardless of whether they have fifty job orders on file.

Viewed in this way, private agency ads are very much like sale notices or "specials" advertised by grocery chains; they tell very little about the movement of prices or the total stock contained in the store; rather they are designed to attract shoppers. Private agency ads are also erratic in nature. For example, one ad may not mention a single job, but merely give the name of the agency in thick, black print. Another may list as many as 65 specific jobs, while still others may merely say "bookkeepers," or "engineers." There is no way of assessing the value of such ads.

Even where specific jobs *are* mentioned in agency ads, very little information is given about the jobs. As Table 2-5 shows, 91 percent of the ads do not list the geographical location of the job, 86 percent do not identify the industry, and not a single agency ad identifies the employer. Table 2-2 shows that the concentration of agency ads is in white-collar, especially clerical, occupations. If these ads were combined with employer ads and then compared to the actual occupational distribution of jobs in any given labor market, the correlation between classified help-wanted ad sections of daily newspapers and the real world would be lessened considerably.

There is also the question of duplication. It is impossible to determine exactly how much duplication exists in agency ads (i.e., how often the same job is listed by several agencies); but according to agency representatives themselves, the number of exclusive job orders received by agencies is a small percentage of the total.

As noted previously, agencies continue to advertise even during periods of high unemployment. There is very little correlation between the number of ads placed by private employment agencies and unemployment rates -- another indication that agencies must advertise to remain in business and that their primary reason for placing ads in help-wanted sections is to advertise themselves, or to attract applicants.

Taking all these factors into consideration, ORC came to the following conclusions:

(1) It is not feasible to assess the value of private employment agency ads as economic indicators.

(2) In any analysis of want ads, agency ads should be eliminated.

Thus, in its five-year overview of want ads, ORC eliminated all those placed by private employment agencies.

WANT ADS AS A REFLECTION OF LOCAL LABOR MARKETS

The most extensive effort to gather data regarding the volume of want ads and their industrial and occupational composition was the five-year overview study. Each newspaper was scrutinized quarterly over the period 1968-72, one Sunday edition being selected from each of the months of March, June, September, and December.

The unit of measurement was a job title (from employer ads only). In other words, if the ad listed a single job title (e.g., clerk typist), it was given a value of 1. On the other hand, if it sought three different types of applicants (e.g., clerk typist, stenographer, and bookkeeper), it was given a value of 3. The full report on the five-year overview is contained in Chapter 5. In this section, the findings are summarized in four subsections: (1) location of jobs. (2) industrial distribution of jobs, (3) occupational distribution of jobs, and (4) sensitivity of want ads to unemployment rates. In addition, the changing occupational composition of want ads over time is traced, and information from the user study which bears on the subject summarized.

Location of Jobs

Basic to determining whether want ads are an accurate reflection of local labor markets is whether the location of jobs listed in the want ads can be identified. If most jobs are in the cities or SMSAs under study, the occupational distribution of want-ad jobs can be compared with the occupational distribution of jobs in the cities or in the SMSAs. If on the other hand the location of a sizable percentage of the want-ad jobs are either unknown or outside the SMSAs, such a comparison would be impossible.

Table 2-6 shows marked differences between the two labor markets under study. In Salt Lake City, nearly 4 percent of the jobs listed in the want-ad pages of the Salt Lake Tribune are in that city; an additional 21 percent are located in the Salt Lake City SMSA. In San Francisco, only about 52 percent of the jobs listed in the Chronicle-Examiner are located in the city of San Francisco. Table 2-5 also shows that 5 percent more Chronicle-Examiner ads are for jobs outside the SMSA than Tribune ads. This indicates that the Chronicle-Examiner is more than just a local paper; it is a paper which serves a large metropolitan area. The Tribune, on the other hand, is primarily local, probably because Salt Lake City's population is larger relative to the SMSA than San Francisco's.

TABLE 2-6

Number of Job Titles and Location of Jobs --
San Francisco and Salt Lake City
(1968-72)

City	Percentage in City	Percentage in SMSA (outside city)	Percentage Outside SMSA	Percentage Unknown
San Francisco	51.8%	26.0%	14.7%	7.5%
Salt Lake City	63.9%	21.2%	9.7%	5.2%

It is also interesting to note that in San Francisco the percentage of job titles located outside the city tended to increase as the labor market within the SMSA tightened, indicating that employers widened their recruitment efforts as workers became harder to find. For example, in March 1968, when the SMSA unemployment rate was 4.4 percent, the percentage of want-ad job titles located within the city of San Francisco was 65.8 percent; in September 1968, when the unemployment rate dropped to 3.4 percent, the percentage of job titles in San Francisco dropped to 52.9 percent. The same general relationship holds true throughout the five-year period (see Table 5-3).

Industrial Distribution of Want-Ad Jobs

The most significant conclusion to be drawn from ORC's attempt to identify want-ad job titles by industry is that nearly one-third of the jobs in San Francisco and one-quarter of the jobs in Salt Lake City could not be identified by industry. Nevertheless, in Table 2-6, the industrial distribution of employment in the two cities is compared with the industrial distribution of job titles that could be identified in the ads. Two distributions for the want ads are used, that for all issues during the survey period and that for the 1972 issues only (in San Francisco) and the 1971 issues only (in Salt Lake City).

The distributions are not, of course, conceptually comparable. The want-ad distributions are of job openings; the labor market distribution is of employment. Differences between either of the want-ad distributions on the one hand and the labor market distribution on the other could be accounted for by differences between industries of such variables as turnover rates, or rates of growth in employment. Yet the large underrepresentation in the ads of government and contract construction, and the large overrepresentation of services, finance, insurance, and real estate (F.I.R.E.) -- in both cities -- would seem to require additional explanations. It seems apparent that employers in the services and F.I.R.E. industries are more prone than the average to recruit through want ads; and that government and construction employers are less prone.

In the final analysis, however, it must be concluded that help-wanted ads are not a reliable indicator of job vacancies by industry. As was noted previously, the industry cannot be identified for a large percentage of the want-ad jobs in both cities. When the industry can be identified, it is because the name of the employer -- e.g., real estate companies, banks, insurance companies, etc. -- indicate the industry. It may be that these industries use the want ads more than other industries, either because of high turnover rates or because their work forces are so large that job openings occur frequently. The employer survey, discussed in a subsequent section, indicates that large firms use the want ads more than small and medium-sized firms. Thus the industrial composition of jobs advertised in want ads may be weighted in favor of such firms. At any rate, not enough is known -- or can be deduced from want ads -- about the industrial composition of want-ad jobs to make classified help-wanted ad sections of daily newspapers a significant source of information about job vacancies by industry.

TABLE 2-7

Industrial Distribution of Want Ads in San Francisco and Salt Lake City Compared to the Labor Markets

Industry	San Francisco			Salt Lake		
	All Papers[a]	1972 Papers Only[b]	1972 L-M Dist.[c]	All Papers[d]	1971 Papers[e]	1971 L- Dist.[f]
Mining	0.1	0.1		0.1		3.7
Cont. const.	0.5	0.8	4.8	1.0	2.6	5.0
Mfg.	8.4	11.6	14.9	10.9	12.1	15.2
Trans., comm., and util.	3.9	2.3	10.3	2.4	2.1	8.0
Trade	20.1	29.8	21.6	34.4	31.1	26.3
F.I.R.E.	22.5	22.5	8.1	11.0	12.5	6.0
Services	42.4	39.7	18.2	34.2	32.9	17.0
Government	2.0	3.2	22.1	6.0	6.7	18.8

[a] Exclusive of 2,311 jobs coded as "other," unable to identify, or not counted by the computer.

[b] Exclusive of 780 jobs in either the "other" category, or unable to indentify.

[c] Average employment. Source: California Department of Human Resources Development.

[d] Exclusive of 1,112 jobs in either the "other" category, unable to identify or not counted by the computer.

[e] Exclusive of 243 jobs coded in either the "other" category or unable to identify.

[f] Average employment.

Occupational Distribution of Want-Ad Jobs

The occupational distribution of employment within the city of San Francisco and Salt Lake County according to the 1970 census were compared with the occupational distributions of job titles in the two cities and within the two SMSAs as they appeared in the want ads. The distribution for the cities is that of all issues of the two papers during the survey period; that for the SMSAs consists of the 1970 issues only. Even though the census distribution is not conceptually comparable to the recent ad distributions -- the former is of filled jobs, the latter is of job openings -- they are remarkably close numerically, with but a few exceptions. In all occupational categories, with the exception of sales and blue collar, the distribution of want-ad jobs is within one to three percentage points of the distribution of employment in the two labor market areas. Sales jobs are overrepresented in the want ads, and blue-collar jobs are underrepresented. Tables 2-7 and 2-8 show the degree of over- and underrepresentation of these two occupational categories.

TABLE 2-8

Overrepresentation of Sales Jobs -- Both Cities

	Sales Jobs -- Percentage of Total		
City	All Papers City	1970 Papers SMSA	1970 Census San Francisco and Salt Lake County
San Francisco	20.5%	22.2%	7.2%
Salt Lake City	25.1%	25.0%	8.3%

TABLE 2-9

Underrepresentation of Blue-Collar Jobs -- Both Cities

	Sales Jobs -- Percentage of Total		
City	All Papers City	1970 Papers SMSA	1970 Census San Francisco and Salt Lake County
San Francisco	8.0%	9.2%	22.7%
Salt Lake City	18.0%	16.1%	32.0%

The overview does reveal, however, that the occupational distribution of want-ad jobs in the two labor markets is quite different, reflecting to a large degree the actual occupational distributions of employment in the two areas. In Salt Lake City, for example, 56.1 percent of all want-ad jobs are in four white-collar categories (professional, managerial, sales, and clerical); the actual distribution of employment in these areas is 54.5 percent. About 44 percent of the want-ad jobs are in three categories (blue collar, service, and agriculture); the actual distribution is 45.5 percent.

In San Francisco, on the other hand, 78.5 percent of the want-ad jobs are in the four white-collar categories; the actual distribution is about 61 percent. Only 21.5 percent of the want-ad jobs are in the blue-collar, service, agriculture category; the actual distribution is 39.1 percent.

In Salt Lake City, therefore, want ads appear to be a more accurate reflection of the local labor market than in San Francisco. Union control of blue-collar and some service occupations probably accounts for the low number of ads in these categories in San Francisco. The fact that San Francisco is a headquarters city, with large numbers of professional, managerial, sales, and clerical workers, accounts for the overrepresentation of jobs in these categories in the want-ad pages of the Chronicle-Examiner.

It appears that in areas where there are few alternative recruitment media (to the want ads), want ads are a more reliable labor force indicator. In Salt Lake City, unions have far less control of blue-collar jobs than in San Francisco, and the number of private agencies, professional associations, and trade schools is low compared to San Francisco. The result is that want ads become a more valuable and more used recruitment medium -- and a relatively accurate indicator of labor force activity.

Sensitivity of Want Ads to Unemployment Rates

The best labor market measure with which to relate want-ad activity would be job vacancies. Vacancies show the gap between the demand for labor and those workers willing to accept the jobs being offered. However, since job vacancy rates are produced only for manufacturing, they are not a suitable index for all industrial sectors of the labor market. This is especially true in San Francisc where only 14.9 percent of employment is in manufacturing.

As a proxy measure for job vacancies, want-ad activity was compared with unemployment rates. Since during time of high unemployment, vacancy rates are low (and vice versa), want-ad advertising should decrease during periods of low job vacancies (high unemployment) and increase during periods of high job vacancies (low unemployment). ORC tested this hypothesis in terms of three different kinds of ads:

(1) Employer ads: Ads placed by employers

(2) Agency ads: Ads placed by private employment agencies

(3) Bordered ads: Ads placed by either advertising agencies or national employers to recruit workers on a nationwide, statewide, or area-wide basis

Two measures of want-ad volume were tested:

(1) Number of ads: The weekly volume of ads over the five-year period was obtained from the San Francisco Chronicle-Examiner. These were computed on a monthly basis.

(2) Inches of ads (space): This measurement was obtained by measuring the ad space of 24 editions of the San Francisco Sunday Chronicle-Examiner (the second Sunday of each month during the five-year period). This too was computed on a monthly basis.

The unemployment rates used were those for the San Francisco-Oakland SMSA (not seasonally adjusted).[3] In the ORC analysis it is assumed that economic conditions affect both the rate of unemployment and the volume of want ads. Based on graphs of these variables (see Chapter 6), it is also assumed that the computation of a simple correlation coefficient for unemployment and various want-ad volume measures will show a negative correlation. Finding out which measure tends to move most closely with unemployment rates is the purpose of the inquiry. Table 2-10 provides the results of this analysis.

TABLE 2-10

Correlation of Want-Ad Variables with Unemployment Rates

Want-Ad Variables	Correlation Coefficients	
	Monthly	Quarterly
Number of ads -- all categories	-0.6254	-0.5483
Inches -- bordered ads	-0.5858	-0.5554
Inches - agencies	-0.5681	-0.5582
Inches - all ads	-0.3446	-0.2415
Number of ads:		
Employers		-0.4456
Agencies		-0.1352

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[3] A similar analysis was not made for Salt Lake City for several reasons: (1) the change in Tribune policy which allowed private employment agencies to advertise in the regular sections of the want ads caused a sharp increase in the number of ads and made it difficult to distinguish employer ads from agency ads and (2) the Tribune does not always border national ads, with the result that the other major ad category was blurred.

All variables, with the single exception of number of ads (agencies), are highly correlated with unemployment rates (high correlation is negative, indicating an inverse relationship; i.e., want-ad volume goes down as unemployment rates go up and vice versa). Number of ads (agencies) has almost no correlation with unemployment rates, but as was pointed out previously, inches of ads (agencies) has a high correlation, indicating that agencies continue to advertise during periods of high unemployment, but purchase less apace.

The number of ads (all categories) is similar to the data used by the National Industrial Conference Board in computing its want-ad index -- an index which shows that numbers of ads have a close relationship to unemployment rates. Inches (all ads) has the lowest degree of correlation. The remaining component, other than bordered and agency ads, is employer ads -- mostly local employers advertising directly for workers. Apparently inches of ads for this component is relatively stable, thus accounting for the lower correlation coefficient.

On a quarterly basis, all coefficients are somewhat lower, probably because of seasonal influences operating on unemployment rates. For example, December is typically a month when both unemployment rates and want-ad volume are low. Since the influence of this month is greater in the quarterly data one out of four than the monthly one out of twelve, it may account for the reduced level of correlation.

Occupational Trends

In an effort to determine whether want ads telegraph emerging or growing occupations, ORC traced the volume of job titles in selected occupational categories over the five-year period. The information is summarized in Table 2-11. Perhaps because a five-year period is too short a time span to identify growing occupations, or because such occupations are not advertised in the want ads, no

TABLE 2-11

Volume of Want-Ad Job Titles by Selected Occupational Categories, San Francisco and Salt Lake City (1968 to 1972)

Occupational Category	Volume by Years									
	1968		1969		1970		1971		1972	
	SF	SLC	SF	SLC	SF	SLC	SF	SLC	SF	SLC
Engineers	46	8	76	18	48	9	29	2	52	13
Medical	103	36	183	30	143	31	92	42	138	49
Accounting	36	4	54	13	45	6	34	8	41	9
Manager-trainee	19	11	15	5	6	1	15	5	7	10
Appl. house mgr.	52	15	56	6	65	6	65	6	90	19
Other mgrs.	92	15	106	38	52	26	84	24	118	37
Office occupations	298	67	357	99	249	61	200	64	266	102
Telephone op./recep.	38	11	66	11	48	3	31	6	49	18
proc./proff.	39	1	32	3	19	2	14		29	1
Data proc./oper.	7	1	12	4	3		6	1	5	
Data proc./key punch	17	4	32	4	21	2	18	4	22	9
Bookkeeping	58	14	99	23	78	17	63	17	62	20
Sales/solicitation	89	91	73	54	62	74	71	75	71	92
Salesman/other	303	142	393	159	325	138	326	142	392	156
Sales clerk	104	46	110	58	82	29	84	40	89	83
Domestic	135	70	114	65	114	59	105	56	104	74
Restaurant occs.	67	108	59	126	41	117	43	91	56	185
Processing	3	2	10	4	6	6	3	14	12	5
Machinists mech.	80	53	77	53	52	32	45	36	68	91
Repair and assembly	41	13	31	11	21	19	25	14	18	28
C and auto body	59	57	55	51	29	51	19	77	33	122
Unskilled	24	26	28	29	18	29	13	31	27	35
Transportation	28	26	23	30	23	34	9	28	22	57

specific occupational trends were identified. However, the fluctuations in the volume of job titles did indicate changing economic conditions. For example:

--Between 1968 and 1969 in San Francisco, fourteen categories increased in volume and nine decreased; in Salt Lake City, thirteen increased, seven decreased and three remained the same.

--Between 1969 and 1970 (when the recession reached its height) in San Francisco only one category increased in volume, twenty decreased, and two remained the same; in Salt Lake City, five increased, fifteen decreased, and three remained the same.

--Between 1970 and 1971 in San Francisco, seven categories increased in volume, fifteen decreased, and one remained the same; in Salt Lake City, four increased, seven decreased, and two remained the same.

--Between 1971 and 1972 (as the economy picked up) in San Francisco, seventeen categories increased, five decreased, and one remained the same; in Salt Lake City, 21 increased and only two decreased.

The fluctuation in the volume of engineer want ads clearly reflects the cutbacks that took place in defense and aerospace spending in 1970-71. In San Francisco the volume of engineer want ads dropped from 76 in 1969 to 48 in 1970 and 29 in 1971. In 1972 they increased to 52. Salt Lake City shows the same picture: a cutback from eighteen in 1969 to nine in 1970, two in 1971, and an increase to thirteen in 1972.

Between 1968 and 1972, twelve of the categories grew in volume and eleven decreased in San Francisco. The twelve that grew in volume are as follows:

Engineers
Medical occupations
Accounting occupations
Apartment house managers
Other managers
Telephone operator/receptionists
Data processing keypunchers
Bookkeeping occupations
Sales/solicitation
Salesmen/other
Processing occupations
Unskilled occupations

The eleven which decreased in volume are as follows:

Manager/trainee
Office occupations
Data processing/professional
Data processing/operators
Sales clerks
Domestics
Restaurant occupations
Machinists and mechanics
Construction and auto body
Transportation occupations
Processing occupations

In Salt Lake City, 21 categories increased and only two (data processing/-professional and manager/trainee) decreased. Salt Lake City is one of the fastest growing labor markets in the country. The increase in most occupational categories reflects that growth.

Information Not Contained in Want Ads

In the content study, each job title was considered a "job order" and all information contained in the ad about the job was coded. The results reveal more about what want ads do not contain than what they do contain. The only pieces of information that want ads consistently provide are the occupation (for all ads, agency and employer) and location of the job (employer only). Table 2-12 reveals the extent of the dearth of job information contained in want ads.

The lower percentages of unknowns in most categories (the notable exception is in wage information where the absence of agency ads increases the percentage of unknowns) in Salt Lake City is due to the smaller percentage of agency ads in the Salt Lake *Tribune* (as compared to the San Francisco *Chronicle-Examiner*). When agency ads are added to the total number of ads, the percentages of unknowns (except in the case of wage information) increase radically. It becomes obvious, therefore, why agency ads should be eliminated from analyses of want ads. But even when employer ads alone are considered, only two pieces of information appear consistently in the want ads: location of job and occupation.

TABLE 2-12

Percentage of Information Not Contained in Want Ads
-- San Francisco and Salt Lake City
(By category)

Category	Percentage Unknown	
	San Francisco	Salt Lake City
Location of job (all ads)[a]	61.1%	30.0%
Location of job (emp. only)	7.3	6.7
Occupations (all jobs)	6.8	7.5
Industry (all jobs)	64.9	50.3
Industry (emp. only)	29.0	34.7
Emp. identity (all jobs)	85.0	62.8
Emp. identity (emp. only)	59.0	49.7
Number of jobs (all jobs)	23.4	31.0
Wage information (all jobs)	37.4	70.2
Wage information (emp. only)	85.5	84.6
Method of pay (all jobs)	11.7	41.8
Fringe benefits (all jobs)	91.5	87.6
Time element (perm/temp, etc.)	98.4%	98.4%

[a] All jobs mean those listed in agency ads, bordered ads, and employer ads.

Summary

Do want ads accurately reflect local labor markets? The answer unfortunately is complicated and mixed. Want ads appear to be a better indicator of local labor market conditions in areas (such as Salt Lake City) where alternative recruitment media are at a minimum and where the nwspaper serves (primarily) a "city" rather than a large metropolitan area. Nearly 64 percent of the jobs listed in the want-ad sections of the Salt Lake Tribune are located in the city of Salt Lake; the corresponding figure for San Francisco is 52 percent. The occupational distribution of want-ad jobs in the Salt Lake Tribune closely resembles the occupational distribution of employment in Salt Lake City and County; this is less true for San Francisco.

On the other hand, in both cities, sales jobs are overrepresented in the want ads, and blue-collar jobs are underrepresented. Although want ads are not a reliable indicator of the distribution of jobs by industry, it is nevertheless true that there is an overrepresentation of jobs in the services and F.I.R.E. industries, and an underrepresentation in the government and contract construction industries. The latter is true for both cities.

Generally speaking, want ads -- in terms of sheer volume -- are sensitive to unemployment rates; the volume of ads increases as unemployment rates decrease and decrease as unemployment rates increase. The volume of private employment agency ads (in terms of numbers of ads) does not share this correlation, although the space occupied by agency ads does follow the general pattern.

Want ads, over a five-year period at least, do not reveal any significant occupational trends; rather the volume of all or most want-ad jobs (by occupational category) fluctuates along with unemployment rates.

Finally, want ads reveal very little information about wage rates, method of pay, fringe benefits, number of jobs (included in want-ad pages), industrial distribution of jobs, and the identity of employers (who advertise in the want ads).

Do want ads accurately reflect local labor market conditions? The answer seems to be both "yes" and "no." Certainly want ads can make a valuable contribution to the supply of local labor market information, but by themselves they constitute an imperfect source of information. Certainly major decisions in the field of manpower should not be based solely upon information emanating from want ads.

USE OF WANT ADS TO EMPLOYERS

Two surveys were performed to gain some insight into the use of want ads by employers. The first was a survey of employers, identified through their ads, who use want ads, or the "user survey"; the second is a survey of employers selected randomly, stratified by industry and size. The primary purposes of the user survey were to determine how many transactions resulted form want ads, in which occupational areas, and if possible, how many hires resulted from successful transactions. The purpose of the "employer survey" was to determine the extent to which employers in general use want ads.

Employer Survey

A total sample of 600 employers in San Francisco and 285 employers in Salt Lake City, both stratified by industry and size, were surveyed. Of the employers in both cities, 76 percent responded. The major findings are as discussed below.

Hires from Want Ads during 1972

Of all San Francisco employers, 85 percent claimed that none of their new hires came from want ads during 1972. This was especially true for employers in contract construction and retail trade. It was less true for employers in the service industry. Larger employers (measured by number of employees) were less apt to answer "none," implying that the larger the employer the more apt he was to have hired some employees through want ads.

Salt Lake City employers were apparently more prone to use want ads than San Francisco employers; 76 percent claimed that none of their new hires came from want ads during 1972. Furthermore, there was a difference between the two areas in the experience by industry. In Salt Lake City, employers in manufacturing and retail trade were most likely to have hired through the want ads; those in wholesale trade and mining, least likely. As in San Francisco, larger employers were more prone to use want ads than small employers.

Want-Ad Policy Relative to Occupational Groups

The weighted responses indicate that in San Francisco, employers were more prone to advertise for office and clerical workers than for other occupational groups, and less apt to advertise for blue-collar and service workers. Manufacturers were inclined to use want ads more than employers in other industries. Contract construction employers were least likely to advertise for employees. Finally, larger employers were more prone to use ads than smaller ones.

Salt Lake County employers, like those in San Francisco, were more apt to advertise for office and clerical workers than for other kinds of employees. But unlike employers in San Francisco, they were less inclined to advertise for professionals, technicians, officials, and managers. As in San Francisco, manufacturers were most likely to use the ads, and construction contractors least likely, though the differences between industries were less pronounced in Salt Lake City. Employers in the service industries were also greatly inclined to use want ads in Salt Lake City.

User Study

A total of 595 users of want ads were surveyed in San Francisco and 302 in Salt Lake City. The response rate in San Francisco was 69 percent; in Salt Lake City, 72 percent. The ads placed by the 897 employers (in both cities) were clipped from the want-ad sections and replicated on the survey form. The questions on the form pertained to the ads placed.

In both cities, three occupational groups accounted for 60 percent of the universe as a whole: professional, clerical, and sales. However, in San Francisco, these three groups accounted for 73 percent of the ads placed by identifiable employers; in Salt Lake City, they accounted for only 38 percent. Salt Lake City shows only 7 percent professional (as compared to 26 percent in

San Francisco), and only 12 percent clerical (25 percent in San Francisco). On the other hand, San Francisco shows only 12 percent blue-collar workers and 8 percent service workers, whereas Salt Lake City shows 25 percent blue-collar workers and 21 percent service workers. Obviously, these figures reflect differences in the two labor markets.

Of the identifiable users in both cities, 72 percent were in four industrial categories: services (25 percent), retail trade (21 percent), manufacturing and finance (each 13 percent). However, in Salt Lake City, 32 percent of all users were in retail trade, as compared to 16 percent in San Francisco, and only 8 percent were in finance, as compared to 15 percent in San Francisco.

Of the universe, 55 percent consisted of employers of between eight and 244 employees, 15 percent were employers of 250 or more employees, 14 percent employ one to seven employees, and for the remainder (16 percent) the size of firm is unknown. The major results of the survey are as discussed below.

Number of Transactions

Nearly two-thirds of the employers surveyed (the percentage is almost identical in both cities) reported that their ads resulted in hires. In only one occupational area was the success ratio less than 50 percent: managerial/-administrative positions (39 percent). The most successful occupational areas were clerical (73 percent) and service workers (71 percent). Only one industry, government, reported less than 50 percent success (36 percent). The only size of firm category that showed a success ratio as low as 50 percent was the one to three employees category (exactly 50 percent). Again the highest success ratios occurred in the medium-sized firms, with success tapering off at the larger end of the spectrum.

Number of Hires

Estimates made by ORC indicate that the number of hires per ad is much higher in Salt Lake City than in San Francisco. The average number of hires per "single ad" (ads which appear to be for one job but which are often for more than one job) is about the same in San Francisco as in Salt Lake City, but in the latter, the average number of hires per "plural ad" (ads for more than one job) is more than three times higher than the corresponding figure for San Francisco. The Salt Lake City figure cannot be considered reliable, however, because many of the plural ads ran continuously -- not for just a wekk, but for as many as twelve months in some cases. Thus in one instance, an employer reported forty hires from an ad for welders, but this particular ad ran, according to the employer, "steadily." Another ad for plastic assemblers reported 53 hires, but because there was an 80 percent turnover from want-ad applicants, the ad ran continuously. Another ad reported 89 hires, but again this employer (a hospital) reported that the ad ran continuously throughout the year.

The rate of hires per single ad is fairly reliable, since most single ads run for no more than a week -- two weeks at the most. Plural ads, on the other hand, generally run much longer. The result is that employers who place plural ads do not know how many hires result from the ad. Most do not keep records and because they hire from "walk-ins," referrals from private agencies, and employee referrals, they have no way of knowing how many hires result from want-ad advertising as opposed to other means of recruitment. Furthermore, when they do provide an estimate of the number of hires that result from want ads, there is no way of knowing whether they are talking about weekly, monthly, or yearly hires.

Thus the problem of determining how many hires result from want ads is difficult to resolve. Should the same weight be given to a single ad that runs for a week as that given to a plural ad that runs for a year? Can we rely on the memory of employers who are constantly hiring for seasonal or high-turnover jobs, especially since they use many different means of recruitment and keep no records as to which hires resulted from which recruitment means?

The results of employer responses to the query "how many hires?" is summarized below. In San Francisco, 18 percent of the employers who reported successful transactions from single ads and 40 percent of those who reported success with plural ads were asked how many hires resulted from their ads; the corresponding figures for Salt Lake City were 40 and 55 percent.

San Francisco:

Average number of hires per single ad: 1.1

Number of single ads which resulted in successful transactions: 166

Total hires from single ads: 182.6

Average number of hires per plural ad: 3.0

Number of plural ads which resulted in successful transactions: 75

Total hires from plural ads: 225.0

Total hires from single and plural ads: 407.6

Salt Lake City:

Average number of hires per single ad: 1.2

Number of single ads which resulted in successful transactions: 89

Total hires from single ads: 106.8

Average number of hires per plural ad: 10.3

Number of plural ads which resulted in successful transactions: 49

Total hires from plural ads: 504.7

Total hires from single and plural ads: 611.5

Both Cities:

Average number of hires per single ad: 1.1

Number of single ads which resulted in successful transactions: 255

Total hires from single ads: 280.5

Average number of hires per plural ad: 6.6

Number of plural ads which resulted in successful transactions: 124

Total hires from plural ads: 818.4

Total hires from single and plural ads: 1,098.9

Despite the spurious quality of some of the estimates outlined above, the nature of the Salt Lake City labor market indicates that there would be more hires per ad in Salt Lake City than in San Francisco. Salt Lake City is much more weighted toward blue-collar and service workers than San Francisco, and has a 25 percent higher incidence of manufacturing jobs than San Francisco. Because of the nature of hiring in these areas, plural ads are much more likely to result in large numbers of hires. At any rate, applying the ORC formula to both cities, ORC found that a total of 604 ads (of which 379 were successful) resulted in about 1,098 hires.

Number of Want-Ad Applicants

As might be expected, want ads draw far more applicants in San Francisco than in Salt Lake City. A total of 411 responding San Francisco employers reported that 10,686 applicants applied for the jobs they advertised; this would mean that one out of every 25 persons who applied for jobs advertised in the want ads was hired.

In Salt Lake City, a total of 218 responding employers reported that only 1,956 applicants applied for the jobs they advertised; thus in Salt Lake one out of every 3.2 applicants was hired.

The wide discrepancy between San Francisco and Salt Lake City can be partially explained by the dubious reliability of the "number of hires" figure for Salt Lake City (see preceding section). However, evidence from other sources does indicate that want ads are a much more viable recruitment medium in Salt Lake City than in San Francisco. The content study pointed out that even though the number of ads contained in the Salt Lake Tribune is smaller than the number of ads contained in the San Francisco Chronicle-Examiner, the ratio of Salt Lake City employers who use want ads is nearly twice as high as the corresponding ratio in San Francisco. This means that a higher percentage of individual Salt Lake City employers use want ads. Since the Salt Lake City labor market is much smaller than that of the Bay Area, the result is that a higher percentage of the total jobs available are being advertised in the Tribune to a smaller number of potential applicants.

One of the reasons employers in large metropolitan areas give for not advertising in want ads is that they attract too large a number of applicants. The cost of processing a large number of applications, they claim, is too high. Obviously this is not a problem in Salt Lake City. Moreover, the industrial makeup of the two areas has something to do with the use of want ads by employers. San Francisco is primarily a paper city; Salt Lake City is a growing industrial area. Those industrial or blue-collar jobs that do exist in San Francisco are primarily union controlled; Utah is a right-to-work state. Finally, the nature of the labor force in any given area may have something to do with employer use of want ads. In the San Francisco Bay Area, a large percentage of the labor force is made up of minorities; in Salt Lake City, the percentage of minorities is very small. If discrimination is still a problem, the number of minorities who respond to ads in San Francisco may negatively affect the use of want ads by individual employers.

Unfilled Jobs

Users who reported that their ads did not result in successful transactions were asked the question: Was a person hired for this job by other means? The purpose of the question was to determine whether want ads reflected skills shortages. If for example an employer was not successful in recruiting a worker either through advertising in the want ads or through any other means, it would have to be assumed that the job remained open. If a substantial number of employers were unsuccessful in recruiting workers in any given occupational category, this would probably be an indication -- all things being equal -- of a shortage occupation.

However, only 213 employers (from a total of 629), or about 34 percent, said that they were unsuccessful in hiring through want ads. When these 213 ads are stratified by occupational group, industry and size of firm, the numbers become too small to have any statistical significance.

In both cities, the highest percentage of jobs that remained unfilled is in the blue-collar/unskilled category. This probably indicates that employers are less concerned about filling these jobs than other more skilled occupations. The second highest percentage of jobs that remain unfilled is in the professional category, probably indicating that employers are willing and able to wait until the "right" individuals apply to fill these jobs. The highest percentage of jobs that are filled by other means is in the blue-collar/skilled category, no doubt indicating union referrals.

None of this evidence, however, indicates skills shortage occupations. It would take a much larger sample than ORC was able to draw to test the hypothesis that want ads may be a source of skills shortage information.

Other Recruitment Media

Employers were asked what other recruitment media they used besides want ads to recruit for the jobs listed in the ads. The results are as follows:

(1) In both cities, 45 percent of the employers surveyed do not use any other recruitment means.

(2) Of all sales jobs in both cities, 53 percent are listed in the want ads only.

(3) Of all service jobs, 49 percent are listed in the want ads only.

(4) The lowest percentage of jobs listed only in the want ads is in the blue-collar/skilled category.

Conversely, it can be stated that 55 percent of all user employers do use other formal recruitment media at the same time they advertise in the want ads:

(1) In both cities, the largest users of other recruitment media are employers of blue-collar/skilled workers (65 percent), professionals (60 percent), and blue-collar/other (59 percent).

(2) The largest users of private agencies are employers of clerical workers (76 percent), managers and administrators (71 percent), and sales workers (67 percent).

(3) The largest users of the public employment service are employers of blue-collar/skilled workers (83 percent), service workers (74 percent), managers and administrators (63 percent), and blue-collar/-other and professionals (60 percent).

(4) The largest users of professional associations are employers of managers and administrators (54 percent), blue-collar/skilled (48 percent), and professionals (44 percent).

There are, however, some interesting differences between cities. For example, in San Francisco, 78 percent of the employers of blue-collar/skilled workers use professional associations ("unions"); the corresponding figure for Salt Lake City is only 23 percent. On the other hand, far more Salt Lake City employers of managerial/administrative, clerical, and service workers use multiple recruitment media, in addition to want ads, than their counterparts in San Francisco.

Anticipated Vacancies

User employers were asked: Generally under what conditions do you place an ad? They were asked to check one of three blocks: (1) when you know that a specific vacancy has or will occur, (2) only after the job has proved difficult to fill, and (3) in anticipation that vacancies may occur in the future. The major reason for asking this question was to determine the extent to which want ads are used to fill anticipated vacancies as opposed to actual vacancies.

Two-thirds of the employers in both cities reported that they use want ads only when specific vacancies occur; 21 percent reported that they use want ads only as a last resort (when vacancies become difficult to fill), and only 15 percent indicated that want ads are used for anticipated vacancies. The percentages for both cities are approximately the same and indicate that most want ads are for real jobs.

Percentage of Hires from Want Ads

Slightly less than half the hires of user employers in both cities were from want ads. The percentage is slightly higher for Salt Lake City (46.5) than for San Francisco (44.2). It was not possible to stratify percentage of hires by occupational group because the subsamples were so small and the standard deviations so high as to render the figures meaningless.

Summary

ORC's investigation into the use of want ads to employers leads to the following conclusions:

(1) Relative to all employers in the two labor markets: Want ads are of no use to the majority of employers in both labor markets. This is less true for Salt Lake City than for San Francisco. The study indicates that 25 percent of the employers in the Salt Lake area hired some employees through want ads in 1972; the corresponding figure for San Francisco was 15 percent.

(2) Relative to employers who use want ads: Want ads are a valuable recruitment medium for the relatively small percentages of employers who use them:

(a) Two-thirds of the users in both cities said that their ads resulted in successful transactions

(b) Nearly half the user employers reported that want ads are the only formal recruitment medium they use

(c) Again nearly half the hires of user employers in both cities are the result of want ad advertising.

(3) Relative to occupational groups and industries: Want ads are used most frequently to recruit office and clerical workers and least frequently for blue-collar and service workers. Employers in manufacturing were inclined to use want ads more than employers in other industries. Contract construction and government employers were least likely to advertise for employees. Large firms made more use of want ads than small or medium-sized firms.

(4) Differences between the two labor markets: Want ads appear to be a more significant recruitment medium in Salt Lake City than in San Francisco:

(a) Although the percentage of successful transactions is approximately the same for both labor market areas, want ads result in far more hires in Salt Lake City than in San Francisco. The ratio of Salt Lake City employers who use want ads is nearly twice as high as the corresponding ratio in San Francisco. Since the Salt Lake labor market is much smaller than that of the Bay Area, the result is that a higher percentage of the local jobs available is being advertised in the Salt Lake *Tribune* to a smaller number of potential applicants (see below).

(b) The ratio of applicants to hires in San Francisco is 25:1; the corresponding ratio for Salt Lake City is 3.2:1.

(c) The lesser significance (or lower numbers) of alternative recruitment media in Salt Lake City (unions, professional associations, private agencies, technical schools, etc.) tends to make want ads a more important recruitment medium in Salt Lake City than in San Francisco.

USE OF WANT ADS TO JOB SEEKERS

ORC surveyed a total of 846 unemployed job seekers in employment service offices in San Francisco and Salt Lake City. The majority were given self-completion survey forms to fill out. About 12 percent of the survey respondents were interviewed by ORC researchers. The purpose of the interviews was to check the validity of the survey responses.

The major purposes of the job seeker survey was to determine the extent to which want ads are used in the job search and their value in finding jobs. However, respondents were also asked opinion questions concerning want ads, including their reasons for both positive and negative opinions. In conjunction with the job seeker survey, ORC also interviewed law enforcement officials (federal, state, and local) to ascertain whether existing laws covered help-wanted advertising, and if so, whose responsibility it was to enforce such laws.

Job Seeker Transactions through Want Ads

Two-thirds of the job seekers in both cities responded that they had used want ads in searching for work during the past five years. Of these, approximately one-quarter said that they had actually found jobs through the want ads. The respondents reported that during the same period they had obtained a combined total of 2,186 jobs. Of these, 408 (or 18.5 percent) were obtained by responding to want ads.

Want ads appear to be more useful to Salt Lake City job seekers than to their counterparts in San Francisco. Nearly 30 percent of the Salt Lake City job seekers found jobs by responding to want ads; the corresponding figure for San Francisco was about 23 percent.

Occupationally, the jobs most frequently obtained through want ads were in the clerical (20.3 percent), service (22.7 percent), and blue-collar/other (22.2 percent) categories. By adding sales (12.5 percent), 78 percent of the jobs obtained through want ads would be accounted for. In Salt Lake City, these four categories account for 82.4 percent of the jobs obtained through want ads; the corresponding figure for San Francisco was 77.7 percent. Thus despite obvious differences in the two labor markets, jobs obtained through want ads are almost the same for both cities.

Job Seeker Opinions of Want Ads

Job seekers were asked: What is your opinion about help-wanted ads as a tool for finding work? Their responses were grouped into three categories: positive, negative, and equivocal (not clear). The results show that job seekers in Salt Lake City have a much higher opinion of want ads than those in San Francisco:

(1) In Salt Lake City, nearly 44 percent of the respondents expressed positive opinions of want ads; the corresponding figure for San Francisco was only 32 percent.

(2) In San Francisco, well over half the respondents expressed negative opinions about want ads; the corresponding figure for Salt Lake City was only 42 percent.

Black and chicano respondents in San Francisco had lower opinions of want ads than whites and "other" minorities (mainly Oriental). Nearly two-thirds of the black respondents and 54 percent of the chicanos expressed negative opinions of want ads. Moreover, only 26 percent of the blacks expressed positive opinions (the rest were "equivocal").

The longer a person is out of work, the lower his opinion becomes of want ads. Half the San Francisco respondents who were out of work for three months or less expressed negative opinions of want ads; the corresponding figure for Salt Lake City was 39 percent. However, in both cities, 60 percent of the respondents who were out of work for more than three months expressed negative opinions.

Reasons for Positive and Negative Opinions

The specific reasons given by respondents for positive or negative reactions toward want ads were tallied and grouped into categories. Approximately 399 specific reasons were given in San Francisco (81 percent of them negative) and 213 in Salt Lake City (77 percent negative). The negative reasons were grouped into three categories: objection to the ad itself, objections to process of responding to ad, and objections to the jobs listed in the ads. Under each of these categories, there were three to five subcategories. Positive reasons were grouped into three categories: convenience, personal testimony ("it worked for me"), and miscellaneous (motivates, provides free choice, value to newcomers in the area, etc.). The results were as follows:

(1) Positive reasons: In Salt Lake City, 23 percent of the reasons given were positive; 19 percent in San Francisco. The most popular positive reason was "convenience" in both cities, although the "miscellaneous" category was equally popular in Salt Lake City.

(2) Negative reasons: In San Francisco, 81 percent of the reasons given were negative; 77 percent in Salt Lake City. Also in San Francisco, the negative reasons were evenly distributed over the three negative categories; in Salt Lake City, most of the objections were to the ad itself and to the jobs listed in the want-ad pages. Relatively few Salt Lake City objections were in the "process" category.

(3) Specific negative reasons: The specific negative reasons given by respondents varied somewhat between the two cities. The percentages listed below are of the total reasons given in each city (both positive and negative).

(a) San Francisco: The following negative reasons appeared most frequently:

1. Position always filled, too many responses, too much competition: 16.8 percent.
2. Misleading, false advertising, "come-on": 13 percent.
3. Occupations, skills, and experience too high: 9.3 percent.
4. Inadequate information regarding job, requirements of employer: 8.8 percent.

(b) Salt Lake City: The following negative responses appeared most frequently:

1. Jobs do not fit skills and needs of individual: 13.2 percent.
2. Inadequate information regarding job, requirements of employer: 10.8 percent.
3. Dominated by private agencies: 9.9 percent.
4. Jobs low paid, poor quality: 9.3 percent.
5. Position always filled, too many responses, too much competition and misleading, false advertising, "come-on": 7.5 percent each.

Three of the reasons -- too much competition, misleading advertising, and inadequate information -- are prominent in both cities. What is surprising is that private agency dominance is important in Salt Lake City and not in San Francisco. The want-ad pages of the Chronicle-Examiner contain far more agency ads than the Salt Lake Tribune. It may be that job seekers are reacting to the change in policy instituted by the Tribune which allows private agencies to advertise in the regular sections of the want ads. In San Francisco, private agency ads are segregated, thus allowing job seekers to skip the agency ads if they so desire.

It is interesting to note that San Francisco job seekers complain that the occupations listed in the want ads require high skills or experience, whereas Salt Lake City job seekers complain that want-ad jobs are low paid and of poor quality. This probably reflects differences in the two labor markets.

Want Ads and the Law

In the course of conducting the want-ad study, a number of questions arose regarding classified help-wanted ads and the law, which ORC made some attempt to explore, if not answer completely. The questions could be summarized as follows:

(1) What is a "job," and are help-wanted ads for "jobs" only?

(2) Is a help-wanted ad a "consumer item"?

(3) If it is, what laws pertain to help-wanted ads and what agencies have responsibility for enforcing these laws?

The first question arose when a preliminary examination revealed that large numbers of sales ads were verbose, excessive, listed no requirements for the person sought, and gave evidence that the "job" was available to anyone and to all who responded. Coders called them "dreams of glory" ads.

In an attempt to isolate and characterize such "jobs," a deliberately subjective question was asked of coders in an effort to use the coders themselves as a research instrument. They were asked to identify all ads that they thought were "come-ons," a term commonly used by job seekers. The effort failed because the coders found it difficult to switch from objective to subjective analysis.

ORC was aware that nothing in the coding of ads or in any of the surveys, except the job seeker survey, would allow the particular nature of such ads to be defined. Their character was obscured by the coding process. The employers in the user study would surely not be inclined to reveal whether the job was as described, or even whether it was a genuine job. In a sense, it can be said that the entire study failed to isolate and describe the differences between a job and a "come-on."

The unemployment insurance code was reviewed to see if it provided a clear definition of a "job" and a method for distinguishing between a job, a business opportunity, or an independent contractor situation. Discussions with unemployment insurance officials revealed that this was a most difficult and complex question that was of continuous concern to them. Under the unemployment insurance law, if services are performed, there is prima facie evidence of an employer-employee relationship. If the person is an independent contractor, that relationship is destroyed. Since an independent contractor is not covered by the unemployment insurance code, it is to the advantage of the "employer" to maintain that the relationship is one of independent contractor. Unemployment insurance officials stated that often, in disputes and hearings involving the status of an employer-employee relationship, the company's want ads are used by the agency as evidence that the relationship has been advertised with evidence of an employer-employee relationship.

Though a great number of factors enter into the final view, the common law rule which governs the administration of the unemployment insurance code in California requires first of all that the person be subject to the other's control or right to control. in the opinion of the unemployment officials, a want ad does not contain enough information to determine whether the relationship, which is being advertised, is indeed that of an employer-employee (a job) or that of an independent contractor or even a business opportunity, But it was their feeling, based upon extensive experience, that a great number of such ads are not in fact jobs in the unemployment insurance sense and that the employers who place such ads would not be required to pay unemployment insurance tax.

The second and third questions arose somewhat from the first. Also, the responses of job seekers clearly indicated that a relatively large number regarded ads as misleading and false. The incidents study, wherein approximately 100 job seekers were asked to describe specific examples of when they responded to ads, further verified the general impression that ads leave much to be desired on veracity and full information.

This made it incumbent on ORC to get as much information as feasible, within the confines of the study, about the way want ads are regarded legally. Interviews were conducted with the district attorney's office in San Francisco, the state's attorney general's office, the Federal Trades Commission, the San Francisco Better Business Bureau, and the labor commissioner's office.

In both California and Utah, laws exist that control ads placed by private employment agencies to the degree that a job must in fact exist before it can be advertised by the agency. But the only law which could be regarded as affecting all want ads in regard to their content is Section 17500 of the California business and professional code, which authorizes the attorney general's office and the district attorney's office to act. It states that it is "unlawful . . . to disseminate before the public . . . in any newspaper or other publication . . . any statement . . . that is untrue or misleading . . . ." In California, the consumer legislation on the books is of the "laundry bag" type; i.e., relating to specific products or services. But with the exception of the private agency ads, want ads tend to fall between the boards and are not the focus of any consumer group or law enforcement agency.

Of greater interest and concern is the matter of culpability. The state attorney general's office stated that newspapers are notified if any of their advertising has been found to be false. In the eyes of the attorney general's office, it assumes that the newspaper is cuplable if it has been warned twice. It is the opinion of that office that a *want ad* *is* a consumer item and clearly falls under the law. In point of fact, however, there is very little remedy for the individual, and no damages could be collected. The office is completely aware of the legal gap and would act against an advertiser or newspaper only if called upon to do so.

The district attorney's office felt strongly that help-wanted ads are consumer items. The situation was likened to department stores that advertise items for sale, which they do not actually have in stock, merely to draw customers into the store. This is considered fraudulent and is subject to legal action. In neither the case of the department store "sale" nor in the case of a help-wanted ad that is misleading is the customer harmed -- nor does he sustain a loss of money. Neither action requires a complaining party for legal action to be instituted. However, the district attorney's office, because of a lack of manpower, cannot devote too much attention to this matter, particularly because there are few complaints regarding want ads.

The Federal Trade Commission has jurisdiction only over that which pertains to interstate commerce. Its main interest in want ads is in regard to Section 5 of the Federal Trade Commission Act which is concerned with unfair and deceptive methods of business and competition. It is not concerned with want ads as inducements, misleading or otherwise, to job seekers. The Federal Trade Commission is primarily interested in the advertising of large companies, but is sharply aware of the want-ad problem. However, the Commission could not be regarded as a recourse for individual job seekers who are victimized by false advertising.

The Commission of Labor is concerned only with help-wanted ads that induce people to change locations for a job through false representation. The Better

Business Bureau does consider help-wanted ads consumer items, and it often scans the ads. However, it has no enforcement power and refers complaints to law enforcement agencies.

Repeatedly ORC was referred to the "Guidelines to Standards of Acceptance for Classified Advertising," a newspaper industry self-regulatory guide. However, the San Francisco Chronicle-Examiner does not have a copy and states that it does not consider the "Guidelines" a governing document.

ORC concluded that its questions remained largely unanswered, but that they were most pertinent. All law enforcement agencies recognize the problem, believe that it is a neglected one, and feel constrained from acting. Since ORC had such difficulty determining the status of help-wanted ads under the law and which agencies are involved, it is inconceivable that ordinary job seekers, like those who answered the survey questions, would ever consider that there was any remedy under the law for them.

Summary

Generally speaking, job seekers have a low opinion of want ads as a job-seeking tool and find most of their jobs by other means. Job seekers in Salt Lake City have a slightly higher opinion of want ads than their counterparts in San Francisco, but this may be due to the lack of minorities in the Salt Lake City labor force. Blacks and chicanos in San Francisco viewed want ads more negatively than whites and other minorities (mainly Orientals). The longer a person is out of work, the lower his opinion of want ads becomes. In both cities, persons who were out of work for more than three months expressed negative opinions of want ads. In Salt Lake City, only 39 percent of those out of work less than three months expressed negative opinions; the corresponding figure for San Francisco was about 50 percent. In both cities, private employment agencies were viewed negatively by job seekers.

Most of the jobs obtained by job seekers through want ads are in the clerical, service, blue-collar/other, and sales categories. Despite differences in the two labor markets, this breakdown is almost the same for both cities.

Apparently there are laws governing deceptive help-wanted advertising, but law enforcement agencies at all levels are ambiguous about their responsibilities in this regard. Few complaints are received regarding want ads; hence, this field is given a low priority by law enforcement agencies.

SUMMARY AND CONCLUSIONS

Ths basic purposes of this pilot study were to test the feasibility of determining whether want ads are: (1) an accurate reflection of local labor markets and (2) of significant use to employers and job seekers. After carrying out six separate studies, amassing great quantities of statistics, and analyzing thousands of individual want ads in two cities, ORC came to conclusions that are surprisingly simple and uncomplicated. Perhaps the most significant general conclusion the study provides is that want ads are of major use to private employment agencies (mainly for self-advertising) and are of use to only a small percentage of the total number of employers in the two cities and to a larger (though still small) percentage of job seekers. On the other hand, want ads are valuable to that small percentage (about 15 percent in San Francisco and 25 percent in Salt Lake City) who do use want ads.

The question as to whether it is feasible to determine whether want ads are an accurate reflection of local labor markets depends on several factors: (1) whether those employers who advertise in want ads are a representative sample of all employers in any given labor market, (2) the amount of key labor market information want ads contain, and (3) the relative usefulness (for research purposes) of private employment agency ads.

Private Employment Agency Advertising

It is our firm conclusion that private agency advertising is of very little use to labor market researchers. In fact, private agency ads should be eliminated from any analysis of want ads as a labor market indicator. Agencies advertise primarily to induce well-qualified job applicants to seek the services they provide. Their basic commodity is applicants -- well-qualified applicants. Their ads are designed to attract such applicants to their offices, not to provide information about jobs. Specifically, ORC's conclusions regarding private employment agencies are as follows:

(1) There is no way of knowing how many job orders private agencies have on file, either for the jobs they advertise, or for those they do not advertise.

(2) Private agency ads provide no useful labor market information, including the location of jobs, the industries, or the employers. They usually provide wage information, but only as a means of attracting applicants to their offices. Private agencies advertise only their best jobs -- those that offer the highest wages.

(3) Private agencies are unwilling and probably unable to provide reports of their transactions to the public.

(4) There is massive duplication in the jobs advertised by private agencies. Most employers who use private agencies list their jobs with more than one. Thus the same job advertised by one agency is apt to be advertised by others and may also appear as an employer ad in the regular section of the classified help-wanted sections.

(5) There is little correlation between the number of private employment agency ads and unemployment rates. Even in periods of high unemployment, the number of agency ads remains about the same (although the amount of space they buy decreases), indicating that private

agencies must continue to advertise in order to remain competitive.

(6) Of all agency ads, 83 percent are in white-collar occupations and nearly half are in the clerical cluster. Considering the amount of duplication occurring in such ads, the inclusion of agency ads in an analysis of want ads vis-à-vis the labor market would distort the findings.

Information Contained in Want Ads

Certain information is necessary if a valid evaluation is to be performed of any recruitment or job transaction medium, including job orders received and referrals and placements made -- all broken out by occupation and industry. For example, if an evaluation were to be made of the employment service in San Francisco and Salt Lake City, this information would be readily available. In addition, information concerning the location of jobs, wages, fringe benefits, conditions of employment, etc., should also be available. With respect to classified help-wanted sections of daily newspapers -- a valid recruitment medium -- the question is: How much of this kind of information can be obtained by analyzing want ads? The answer is: very little.

(1) It is impossible to determine how many jobs (job orders) are represented in the want ads. Even after private agency ads are eliminated from the analysis, this is true. What appear to be single job ads often turn out to be plural ads, and the plural ads almost never state how many jobs are available. In addition, although it cannot be documented, some of the "jobs" listed in want ads are not jobs at all . . . they are business opportunities, advertisements for private schools, or ads placed by employers for reasons other than recruiting workers.

(2) Only estimates can be made of referrals (applicants for jobs listed in the want ads) and placements. These estimates must be based on surveys of employers who use want ads. Not only are surveys expensive, but very few employers identify themselves in the want ads.

(3) Want ads provide very little information about the following:
   (a) Distribution of jobs listed by industry
   (b) Wages and fringe benefits
   (c) Conditions of employment
   (d) Method of pay
   (e) Information concerning the temporary/permanent status of the jobs

(4) Want ads do contain occupational information and information regarding the location of jobs, but even in these areas, the ads must be carefully scrutinized in order to obtain the desired information.

In summary, the amount of useful labor market information contained in want ads is very slight indeed.

Want-Ad Users

Are want-ad users, excluding private employment agencies, a representative sample of all employers in any given labor market? The answer seems to be in some areas "yes"; in others "no." ORC was unable to assign an industrial classification to over one-third of the jobs listed in want ads. However, an analysis was made of the two-thirds for which an industrial classification was possible. The results show an overrepresentation of F.I.R.E. and an underrepresentation of contract construction and government. Want ads show a close correlation with the actual distribution of industrial employment in manufacturing, transportation, trades, and services.

In the occupational area, where the data are more complete, sales jobs are overrepresented in the want ads (about 21 percent in San Francisco and 25 percent in Salt Lake City, as compared to actual employment distributons of about 7 and 8 percent, respectively), and blue-collar jobs are underrepresented (8 percent in San Francisco and 18 percent in Salt Lake, as compared to actual employment distributions of 23 and 32 percent). In all other occupational areas want ads show a close correlation with actual employment distributions. Finally, want ads -- in terms of volume -- show a close correlation with unemployment rates.

In summary, ORC reluctantly concludes that it takes a great deal of effort -- and resources -- to obtain a very small amount of information, much of which is of dubious quality. The question therefore of whether it is feasible to determine if want ads accurately reflect local labor market conditions must be answered in the negative. The information that can be gleaned from analyses of want ads and employer surveys is inadequate to form the basis for firm conclusions. Based on the information ORC was able to assemble, it appears that want ads more accurately reflect the Salt Lake labor market than that of the San Francisco Bay Area, indicating that in smaller areas -- where alternative recruitment media are scarce -- periodic analyses of want ads may be helpful to labor market researchers. However, even in the Salt Lake area, the amount of information obtainable from want ads is slight. The time and resources necessary for performing analyses of want ads might better be spent in other endeavors.

Use of Want Ads to Employers

Want ads appear to be of very little use to the majority of employers. The study indicates that 85 percent of the employers in San Francisco, and 75 percent in Salt Lake City, did not hire any employees through want ads in 1972.

Based on ORC's survey of employers who use want ads, an estimated 7.5 percent of the employers in San Francisco use want ads exclusively; the corresponding figure for Salt Lake City is 12.5 percent. Want ads are used most frequently to recruit office and clerical workers and least frequently for blue-collar and service workers. Employers in manufacturing were more inclined to use want ads than employers in other industries, and large employers were more prone to use want ads than small or medium-sized firms.

Use of Want Ads to Job Seekers

Although most of the unemployed workers included in ORC's job seeker survey use want ads in their job search, few obtain jobs by responding to want ads, and the vast majority have a negative opinion about want ads. The major reasons given for the negative opinions expressed are as follows:

(1) Too much competition (read "too many applicants").

(2) The ads are misleading.

(3) The skills and experience required are too high.

(4) Inadequate information about jobs.

(5) Quality of jobs too low.

(6) Want ads dominated by private employment agencies.

(7) Jobs do not fit the skills and needs of individual applicants.

Most of the jobs obtained by job seekers through want ads are in the clerical, service, blue-collar/other, and sales categories.

The question arises that if want ads are of use to only a small number of employers, and if only a small percentage of jobs obtained by job seekers results from responding to want ads, why do classified help-wanted sections exist at all? ORC can only conclude that the number of employers and job seekers who find each other through want ads is adequate to make classified help-wanted sections a profitable activity.

There is little doubt that the open job market forum is potentially of great value to job seekers. It is, as one unemployed person said, "brought to your home every morning." It requires minimum effort, and as many responses indicated, it gives a person free choice of alternatives as against employment agencies that select the job. Many factors limit its value; among them are comparatively narrow range of occupations, the limited opportunity for new entrants into the labor market and for those who have lesser skills (the semiskilled), and the low percentage of success associated with minorities.

Even with the same range of jobs, the value to the job seeker could be immensely increased. Were this to be accomplished, there would need to be a far greater social focus on the accuracy of the advertisement, on the full disclosure, and a better ordering of the information of the ad and in the columns of the newspaper. For example, if the basic facts should include, if not the name of the employer, at least the activity of the employer; the wage range; the location of the job; and the job duties -- so that the job seeker would not find himself in a cul-de-sac. In addition, the listing of "jobs" which are not an employer-employee relationship should be placed in a separate section of the newspapers, allowing the unsuspecting job seeker to make a more knowledgeable choice. As these ads are now structured, they do not serve the job seeker to his best advantage; the central theme of these want ads seems to be to accommodate a small number of large employment firms, private agencies, and national advertisers. The hapless job seeker falls by the wayside.

PART II

Chapter 3

METHODOLOGY FOR ANALYZING WANT ADS

For the study of newspaper want ads, ORC decided to use editions of the Salt Lake Tribune and the San Francisco Examiner-Chronicle for the second Sunday of each month during the periods of time being studied. At no time were ads from editions other than the second Sunday of the month used. Thus, when any mention is made in the report to monthly figures, those figures refer only to the single, second Sunday edition for that month. Likewise, when quarterly figures are mentioned, they are not aggregate figures for the quarter, but rather figures for the single, second Sunday edition from one month -- March, June, September, or December -- which falls within the quarter in question. ORC approached the want ads from these newspapers in three major substudies:

(1) Content Study: An in-depth analysis of the contents of all ads, including private agency ads, was conducted using two editions of each newspaper; one from September 1968 and one from September 1972. The units analyzed and counted were job titles appearing in the ads -- not number of ads. The findings reflect that unit.

(2) Overview: An analysis of the occupations, industries, advertisers and location of jobs in the want ads for both papers on a quarterly basis, 1968-72. (Forty editions). This study was limited to ads by private employers listing jobs that could be identified as located

within the SMSA of both areas for purposes of comparison with local labor markets. The units analyzed and counted were job titles.

(3) Volume Study: This consists of three parts:

(a) A charting of the number of ads by month utilizing figures provided by the newspaper.

(b) A physical measurement of space (by inches) occupied by regular columns, private agencies, and bordered ads (recruiting ads that come through advertising agencies) for each month, 1968-72, for both papers (120 editions).

(c) A count of ads, by private employers and employment agencies made by ORC on a quarterly basis for 1968-72, for both papers. The units counted were ads.

While the findings of the content and overview studies are dealt with in separate chapters, the two studies are interrelated and the methods used, the research instruments developed and staff training for both are described in the description of the content study.

DESIGN

There were four major questions and considerations which determined the design and methodology of the content study.

(1) What information about the labor market can be obtained through isolating and codifying every element of job matching information contained in a help wanted ad? Is it possible, through want ads, to gain significant insights into such matters as prevailing wages in various occupations, changes in skill needs of industry of trends in conditions of employment?

(2) What information does the job seeker have access to when he scrutinizes the want ads? Do the ads tell him enough to permit him to

engage in a rational selection so as to avoid an unnecessary expenditure of time, energy and money in pursuit of jobs that he does not want or is not qualified for?

(3) What information is obtainable that would provide insight into the value of help-wanted ads to various segments of the work force? Are want ads more or less useful to such groups as women, older workers, youth, other new entrants in the labor market, college graduates?

(4) In addition to these major considerations, it was also felt that ORC would gain considerable knowledge that would affect the direction and detail for all other aspects of the study including the opportunity to test and refine the instruments needed to codify such a body of information.

In designing the content study, the major effort was to determine what elements were present in an ad rather than to examine the content of those elements. For example, the coding system was designed to determine whether or not wage information was available and in what form, but it made no attempt to codify the wages quoted. Because of the feasibility element of this project, the design, the methodology and the problems encountered will be dealt with in much more detail than is customary in this type of study.

The design was dominated by the concept that the optimum conditions under which a job match takes place requires a body of information which describes relevant detail about the job to the job seeker, on the one hand, and spells out the kind of person being sought by the employer, on the other hand. It was determined that the job order blank used by the public employment service offered a model for relevant information. This was somewhat modified to serve the needs of the study.

Ads were coded in terms of whether they contained the following elements: Name of employer, address, telephone number, type of compensation, fringe benefits, experience, special skills and knowledge required, working hours, age, sex, union membership, educational requirements, licensing, transporation, marital status, bondability, traveling requirements, number of jobs, and type of advertiser. The job description and type of firm was reflected in the occupational and industrial codes. The presence or absence of these elements were coded, in as much variation and shading as possible. In some cases, the content itself was also coded.

The data can be regarded as divisible into more or less significant information for the job seeker. The more significant data refers to the basic elements which every job contains about which the ad should not be silent and about which the job seeker can make no assumptions. For example, every job has a rate of pay. It cannot be assumed that there is none because the ad is silent. Neither can the job seeker assume a rate of pay since the range of possibilities are wide. This is an element that could be regarded as significant. A contrast can be made between the significance of wages to that of hours and permanence of work. While it is true that every job has a given number of hours in the work week and is either permanent or temporary, it is also true that in the absence of contrary information, the job seeker can assume that a job is permanent and has normal hours in that occupation, though the ad is silent. The absence of time information would be considered insignificant.

The information which the job seeker cannot assume, and about which an ad should not be silent if it is to describe the job adequately are: The identity of the employer, the occupation, the industry, the location of the job, the rate of pay. Those elements, however, have various shades of significance to different job seekers and different occupations. The method of pay and fringe benefits are of serious concern to many people, but could be regarded as a lesser element in the pay structure. However, together these are the elements that allow the job seeker to determine whether it is a job he wants. The content study probes the absence of this type of data.

The information that would allow a job seeker to pursue only those jobs for which he is qualified and would provide him with enough information to screen himself is less significant and the effect of its presence or absence more difficult to assess. The silence of an ad about educational requirements, for example, may mean only that education has no relevance to the job. The presence of such screening information as to age and sex is, in fact, contrary to public policy. In any case, the study cannot tell if absent information is or is not actually relevant to the job. The purpose in extracting information about qualifcations is to explore the degree to which this self-screening data is present, with no assumption that every ad need speak to every qualifcation factor.

The four newspaper editions selected for the content study were the second Sunday in September 1968 and 1972 of both the San Francisco Chronicle-Examiner and the Salt Lake Tribune. September was selected because the ad volume chart developed for the five-year period from information supplied by the newspaper indicated that September was generally the month of highest volume. The beginning and ending year of the five-year study period was selected to determine if information yielded from dissecting ad content changed significantly between the two points in time. It was hypothesized that the array of information provided by an ad remains essentially static. The use of both cities' newspaper provides a contrasting test of content in relation to different labor markets and differences in newspaper style and policy.

An ad is defined by a boxed enclosure or a horizontal line separating it from the next ad. Each newspaper page has nine columns of ads. Every ad coded in both the overview and content study was numbered in sequence, by column, before coding began. An ad that occupied more than one column was numbered along with the first column in which it appeared and not counted again. In both studies, each occupation listed or referred to within an ad was coded on a separate line of the data processing coding sheet, with the ad number repeated if there were more than one job title. Thus, the elements counted, and reflected in nearly all tables and findings are the number of job titles that appeared in the newspaper -- not the number of ads. For example, a single ad calling for a keypunch operator, a programmer and a computer operator would be coded on three separate lines, with a single ad number. The number of ads were automatically counted by assigning an ad number. Thus, the last ad number assigned in a newspaper represents the number of ads. Both the content and overview study followed this design.

In the content study, every ad listed under any heading of the help wanted sections of the four designated newspapers was fully coded for content factors. This included all agency ads and each occupation listed by the agency. It also included full coding for ads outside of the SMSA.

In the overview, only jobs located inside the SMSA of the two communities, advertised directly by employers, were fully coded. This excluded most ads with newspaper box numbers because, unless the text of the ad defined the location of the job, the location was unknown. Information provided by the San Francisco Chronicle-Examiner staff indicated that over 50 percent of the box number ads are for jobs outside the area. The overview excluded jobs listed by private agencies. All excluded ads were hand counted to arrive at the total number of ads in that edition.

The overview study codified the type of advertiser, the location of the job, the occupational code and the industrial code. Because of the preliminary findings in the content study, it was determined that any further attempt to code for the number of jobs would be wasteful because the information was totally unavailable and unreliable. This will be explained further in the content study.

Those factors in the content study which correspond to the overview were incorporated into that data and will be dealt with extensively as part of the whole overview analysis. Occupations, industries, job location and advertiser will be discussed in the content study only as they pertain to the other pieces of information.

Since the content study is the only point in the newspaper analysis where the jobs advertised by employment agencies were codified, it does provide an opportunity to examine the characteristics of jobs that are listed by the employment agencies.

RESEARCH INSTRUMENTS

It should be stated at the outset that designing instruments for a body of information about which so little is known and which is intrinsically disordered and chaotic, presents formidable problems. Unlike employment service personnel who are able to clarify information in order to assign an occupational or industrial code, an ad is static to a coder. It either does or does not make coding sense. No matter how carefully every possible contingency was planned for, ads continuously appeared with information, or the absence thereof, in such combinations as to defy the coding system established. As a result, definitions had to be broadened and new codes had to be devised, in the early part of the study, with recoding of earlier data necessary in order to insure consistency. Some ads appeared to have no discernable occupation and it was possible to find ads that actually failed to provide any information about who or how to contact the advertiser. A few of the decisions made, based on the preliminary examination of newspaper issues, proved to be an inaccurate assessment of what could be anticipated. Of course, if ORC knew in advance exactly what to expect in the ads, the study would have been unnecessary. In the end, the instruments did successfully capture and codify the preponderance of information contained in the ads.

The tools and their uses will be described here. Each is replicated in Appendix B.

Coding instructions. This was the "bible" which listed the column number, the factor to be coded and the code to be applied for each of the 48 columns used in the content study and the sixteen columns used in the overview. The coding instructions also included additional industrial codes and instructional material.

Overview coding instructions. Shortened version of above.

Data processing coding sheets. Regular data processing sheets were converted for use in this study. These are the sheets on which all coding was recorded and subsequently fed to the computer. Each sheet has 26 lines. Across the top, the content study had 48 column titles. The overview used the first sixteen columns. Each coded line represented a job title and every column required a code. In addition to the contents listed in the design, the column headings also included the newspaper, date, ad number, and type of survey (overview or content study).

Occupational codes. The booklet contained the assigned code, job title, and in some cases descriptions of the type of jobs to be included under the code. It will be discussed in greater detail in the course of the findings.

Industrial code booklet. This was made up by duplicating the table of contents and the list of short SIC titles for each industrial group extracted from the Standard Industrial Classification Manual.

Workbooks. A page for each occupational group was designated to record every occupation that was placed into the occupational catch-all groups. It was in use only through the first part of the content study in order to assign new codes for large groups of occupations that emerged. It was abandoned when new occupational codes were finalized and corrected.

"Other" slips. These slips, with ad number, newspaper and date recorded, provided a means of collecting information and retrieving the source whenever the "other" code was used in any of the columns. These were analyzed, and when indicated, new codes were defined halfway through the study. Previous coding was corrected. The "other" slip procedure was maintained throughout the content study even after the codes were finalized. An analysis of this additional information will be presented with the findings.

"Missing number slip". This slip was used to record ads when the consecutive number missed an ad or used one number twice. Adjustments were made when the paper was completed. This insured that the last number used was the actual number of ads in the newspaper.

Quality control forms. The form is described along with its use in the quality control section.

Licensing lists. Coders were supplied with lists of occupations requiring state licensing. Ads were coded in relation to the list, whether the ad so stated or not.

Aids. The coding aids that were developed for the study included a listing of San Francisco and Salt Lake telephone prefixes, a list of all communities within the SMSA of both cities, a map of the Salt Lake area, and lists of commonly used industrial codes.

Because the reproduction of the newspapers reduced the size of the sheets onto a dark background, reading and numbering the ads presented a serious physical problem. Each coder was provided with a looped optivisor, white ink and a bright lamp to make the tedious task less difficult.

Research material. The coders had access to both the second and third editions of the DOT, the Standard Industrial Code Manual, the San Francisco employer director by SIC codes (provided by the Department of Human Resources Development), the San Francisco and Salt Lake telephone directories, Contacts Influential, which lists all San Francisco employers alphabetically, by a reverse telephone directory and by street addresses. It also provides SIC codes and size of firm. An effort was made to obtain similar research material for the Salt Lake area but it is apparently unavailable.

PROCEDURES

Four coders were hired and trained for the task, not all full time. Because of the extensive training and quality control required, it was determined that both newspapers would be handled in San Francisco by the same coders.

After the tedious and costly problems involved in obtaining reproduced copies of the newspapers were solved, each edition was filed and dated.

A coder was assigned a single page from the designated newspaper edition. Her first task was to number all of the ads on the sheet. Each newspaper edition began with number one. The coder ascertained the last number used by the person handling the previous page, and then continued numbering the ads in sequence to the end of the page.

Beginning with the first ad number on his page, the coder read the ad in full. Early on, in an effort to develop speed during the training, it was discovered that sometimes relevant and even contradictory information was buried in the body of the ad, and there was no short cut to a full reading of the copy. In some expansive ads, this was very time consuming.

Using all the tools previously described, the coder proceeded to extract and code each factor called for by the coding instruction sheets and enter that code in the appropriate column, on the appropriate line, on the data processing sheet.

When the newspaper page was completed, the page was filed in the "completed" file and the next available newspaper page was selected. When a newspaper edition was completed, all of the data processing coding sheets were assembled, numbered, checked and duplicated and then sent out for key punching.

INITIAL TRAINING

The ambiguity and wide variation of information evident in an initial scan of the ads, coupled with the revealing test runs of coding participated in by senior staff members, made it clear that the validity of the entire project rested strongly on the development of clear codes and on accuracy and unanimity among the coders. A decision was made to devote forty hours to an initial training session for the coders. It was also recognized that redefinitions and refinements would necessitate considerable on-the-job training and discussions.

The training goals were to develop an understanding of the concepts of occupations and industries, a mastery of the project instruments, and an understanding of the coding procedures. The training methods used were reading materials, discussion and practice coding.

Reading assignments were drawn from material in the explanatory sections of the DOT and the Standard Industrial Code Manual. Training material on occupational coding was also supplied by the Department of Human Resources Development.

Each trainee was supplied with all of the instruments previously discussed, as well as with practice materials prepared for the training.

The major portion of the training time and effort was spent in practice coding, followed by discussion about the disagreements and errors. Sheets of duplicated, selected ads were provided so that every person was working on the same material. The discrepancies in coding brought to the surface misunderstandings and misconceptions and helped to insure clarity and unanimity. Part of the practice had the coders prepare some of the aids to be used in the study. These included occupational codes for the list of licensed occupations and lists of coded industries and occupations in frequent use. An official from the research unit of the Department of Human Resources Development discussed problems of industrial coding with the trainees.

By the end of the training period, it was clear from the practice coding that the four coders were fully prepared to proceed with the content study. The study began when they were assigned their first newspaper page.

QUALITY CONTROL AND SUBSEQUENT TRAINING

The quality control method devised accomplished four purposes: (1) it insured unanimity and accuracy, (2) it continued the training process as long as it was needed, (3) it permitted the training emphasis to be placed specifically on the problem areas and persons, and (4) it provided a body of information about the time required for coding.

Initially, one hour of the working day was set aside during which the coders exchanged the newspaper sheet on which they had been working during that day. Every tenth ad coded was selected by the partner and coded blind on a quality control sheet. These were replicas of the data processing sheets, divided in half horizontally. The top half was used for the blind coding. The bottom half was used for comparisons and an error record. Along the side, space was allotted for the name of the controller, the controllee, the date, total number of lines and ads coded by the controllee on that day and the time it took. The blind coding was compared to the original coding. Differences were discussed and resolved. If the controllee was in error, changes were made in the regular coding sheets and the errors were noted. Differences that were not resolved were submitted to the entire group, with the project supervisor present, for resolution. Partners were changed daily.

As the number of errors decreased and the speed increased, the sample was decreased. In time, errors were limited to occupational and industrial coding which became the sole focus of quality control. The most intractable factor was industrial coding. The coders had a tendency to overcode by making unwarranted though understandable assumptions, such as providing an industrial restaurant code merely because the ad called for a waitress. To correct this, a labor market specialist was brought in as a consultant for further discussion and training. Subsequently he blind-coded work that had been performed by the coders. It was his conclusion that the coding was extremely accurate and the disagreements that were found did not exceed what might be expected from four experts in the research section of the Department of Human Resources Development.

Because of his opinion and the low rate of error, continuous quality control was abandoned except for occasional supervisory scrutiny and the continued discussions among the coders when they were uncertain.

The accuracy and unanimity of coding has been confirmed in many ways since the computer printouts were made available.

CODING PROBLEMS

Generally, coders were asked to code for the information actually supplied by the ad language and to avoid making assumptions. In some specific instances, it was considered that the content itself was more relevant than the language of the ad. Hence, a list of occupations that require licenses were provided to the coders which was used whether the ad did or did not so state. Despite the rule, it is hard to reduce human beings to automatons. The personal knowledge of a coder could not be avoided when, for example, a coder knew the location of a firm, the street name of a city or the activities of a firm, even though the information wasn't in the ad. An ad from Macy's, for example, may not have stated that the firm was a retail department store, but the coder did so code it industrially. In some cases, a consistent effort was made to avoid assumptions. An example of this was to limit the information about educational requirements to precisely what it said in the ad, and not code for the popular knowledge that a doctor required a college degree. As each factor is discussed in the findings, the coding ambiguities will be described.

Occupational Coding

Before determining the most efficient and useful way to codify occupations, ORC undertook a preliminary examination of several newspapers. As a result, the following decisions and policies evolved:

1. The San Francisco newspaper has a policy, generally observed but not strictly adhered to, to begin each ad with the name of the occupation and to print the ads in alphabetical order. It was therefore decided to code the jobs on the basis of the title offered by the newapaper, unless the content of the ad gave clear evidence that an alternative code would be more appropriate. For example, an ad which was begun with the word "clerk" and appeared along with the clerk-typist ads actually described a selling job in a variety store and hence, was coded "sales clerk." Many ads could not be coded occupationally by the first word. One ad, for example, began with the words: "Money, Money, Money." Often terms were used that were so ambiguous or highly technical that it was not even possible to determine whether the job belonged with a blue-collar or a white-collar group, let alone assign a code. If the body of the ad did not offer clarification, the ad was coded "000" -- meaning unknown. The Salt Lake Tribune has even less tendency to define the occupation with the first word and does not list its jobs alphabetically.

Typical of ads that could not be coded occupationally are the following examples:

> "Experienced. Choice of shifts in a very desirable working environment. Benefits. Incl." (Name of individual, telephone number)
>
> "Evening work. Part Time. Will employ 2 housewives, part time, 4 eves. per week. Must be mature and excel. character." (X Ice Cream Co.)
>
> "Insurance agency girl, $8,000 a year to start. Company seeking experienced girl who desires career and capable of growing into management. Must relocate to Los Angeles." (Name of company)

In none of the above cases could an occupational code be applied, unless there were an unacceptable degree of supposition. There were also ads placed by employment agencies which merely advertised their own existence with words like "jobs."

2. The job descriptions were, in most cases, clearly too meager to warrant a six-digit occupational DOT code. Since the information in a want ad is all there is and not subject to further refinement, it was felt that applying DOT codes would, by implication, produce misleading information. The occupational coding used in this study only reflects the most appropriate code for the amount of data available in an ad, but does not imply an evaluation of job duties.

3. The arrangements of ads in the newspaper, the groupings of certain occupations, the titles and language used by the newspaper and the apparent preponderance of particular occupations made it clear that a coding system would have to be developed which was adapted to the ads, in order to simplify the task of the coders and still capture and retain whatever information was there.

4. The three-digit coding system which was developed attempted to retain the first digit adherence to the DOT, though in a few cases, it was necessary to make adjustments for ease of coding. For example, insurance occupations were usually grouped together in the newspaper. Most of those listed fall into a clerical group. However, an insurance examiner is given a professional code in the new DOT, but in this study, it was assigned with the clerical group of insurance occupations.

5. In order to capture as much specific information as possible, a three-digit code was assigned to each individual occupation which appeared frequently in the initial scrutiny of the paper, in anticipation that such occupations would continue to appear in large numbers. A total of 136 codes were assigned, including 000 -- "unknown."

6. Occupations belonging in one of the major first-digit breakdowns which were not assigned a specific code, were coded with a number ending in "9." To retain the dynamism necessary when venturing into an unexplored field, allowances had to be made for code additions during the course of the study. Coders were provided with workbooks in which they were instructed to write out and/or tally all instances where the 9 code was used, with the ad number, newspaper and date recorded. After the completion of the first two newspapers in the content study, the workbooks were collected and analyzed. New codes were assigned to the largest groups in the workbooks. Correction sheets reflecting the added codes were made out for the ads that had already been coded.

7. It became apparent that in a large number of cases, especially in the preponderance of "glamour" managerial titles, there was unmistakable evidence, either by the wages quoted or by other descriptions, that the title was a dubious description of the job. However, in the absence of clear alternatives, the coders were instructed to code the ad by the title.

Though the project codes were different than those used in the DOT, the retention of the first digit made it possible, in most cases, to use either second or third edition DOT to assist the coder in making occupational decisions. This was particularly true when the language was technical and did not allow a first-cut decision.

The coding system devised was used throughout the project, with some variations added for the job-seeker study.

Industrial Coding

The first two digits of the Standard Industrial Code Manual was used in this study. A few additional codes were added in order to retain the information that was available when it was not adequate for the assignment of both digits. For example, code 90 was provided for a government job when it was not possible to determine from the ad which branch of government was involved. The coding instructions in Appendix B contain these additions.

"Bordered Ads"

When initial discussions were conducted with the San Francisco Chronicle-Examiner classified ad officials, ORC staff was informed that the biggest cash flow to the newspaper from the help-wanted section came from ads, photocopied to the paper, which emanated from national advertising agencies whom major employers retained to handle their personnel recruitment. These ads are also duplicated in many other newspapers. It seemed significant to identify those ads separately from all others because (1) they do not reflect the local labor market, (2) they represent a major cash volume, (3) like employment agency ads, they represent intervention and manipulation by a third party. The classified ad personnel in the San Francisco Chronicle-Examiner indicated further than an inner border is not usually used on ads that are smaller than three inches, and national advertising firms do not normally handle accounts that involve less than three-inch ads. It was, therefore, assumed that the identification of bordered ads in the coding process would effectively define the national advertising agency ads. For that reason, all ads with internal borders in the San Francisco Chronicle-Examiner were coded "bordered ads."

However, the design was weakened when it was discovered that the Salt Lake Tribune does not always border such ads. It also became evident that bordered ads, though they occupy nearly a third of the want-ad space, actually represent an insignificant number of job titles and ads. For that reason, the findings will reflect the combined total of employer and bordered ads as employer ads, unless there is some significance in making the distinction.

It is on the basis of the methodology described above that ORC was able to gather and code the data from ads needed to develop the findings described in the next two chapters.

Chapter 4

CONTENT STUDY

Before we present the findings of the content study, it might be well to provide an overall view of the four newspaper editions that are involved in it. In Table 4-1, the total number of job titles are compared to the number of ads that the content study dealt with, by year, by newspaper, and by type of ad.

As can be seen by the table, there are twice as many job titles as there are number of ads in all papers combined. However, in San Francisco, the ratio of job titles to ads is 2.3 to 1. In Salt Lake, the ratio is 1.3 to 1. This discrepancy exists because San Francisco has a much greater volume of private employment agency ads, listing a large number of jobs within a single ad.

There is little change in the size of the San Francisco Chronicle-Examiner want-ad section between 1968 and 1972 in either job titles or number of ads.

In Salt Lake, both factors appear to have doubled between 1968 and 1972. However, this requires explanation. Though the want-ad section of the paper increased in size by 13 percent, the sharp increase noted here in ads and jobs stems mainly from a change in policy on the part of the newspaper regarding their manner of handling private employment agency ads. Since mid-1971, agencies were permitted to list single jobs as individual ads in the regular section of the want-ad columns if they indicated in the ad that the advertiser was an agency.

TABLE 4-1

Number of Ads Compared to Job Titles,
by City, Year and Advertiser
(Number, distribution and ratio)

	Job Titles	Ads	Ratio
San Francisco, September 1968:			
Employer	755	694	1.1:1
Agency	1,611	193	8.3:1
Bordered	64	44	1.5:1
TOTAL	2,430	931	2.6:1
San Francisco, September 1972:			
Employer	908	838	1.1:1
Agency	1,441	168	8.6:1
Bordered	28	23	1.2:1
TOTAL	2,377	1,029	2.3:1
TOTAL San Francisco	4,807	1,960	2.4:1
Salt Lake, September 1968:			
Employer	400	367	1.1:1
Agency	140	21	6.7:1
Bordered	49	15	3.3:1
TOTAL	589	403	1.5:1
Salt Lake, September 1972:			
Employer	694	580	1.2:1
Agency	293	229	1.3:1
Bordered	3	1	3:1
TOTAL	990	810	1.2:1
TOTAL Salt Lake City	1,579	1,213	1.3:1
TOTAL for both cities	6,386	3,176	2:1

Before then, the agency was restricted to a single boxed ad in the agency section. As a result of the policy change, the count of single ads emanating from employment agencies quadrupled between 1970 and 1972. It is an interesting commentary on the accuracy of the use of a count of want ads as an indicator of labor market activity the degree to which a newspaper policy may alter and distort.

FINDINGS

Though the occupational distribution of the content study is incorporated into the overview, it might be helpful to define the dimensions of the content study by providing a numerical distribution of occupations, by city and year, as well as a percentage distribution by occupational groups for both newspaper editions of a city (Tables 4-2 and 4-3).

Since the newspaper want-ad section in San Francisco is so much more dominated by employment agency ads, it is uncertain whether the wide differences in occupational distribution of want ads between the two cities reflects agency policies that may be independent of demand in the market or does, in fact, provide insight into the two labor markets. San Francisco, as an urban center and a corporate center, shows a far heavier incidence of jobs in the professional and clerical occupations. The differences between the two cities in percentage of jobs in the service, blue-collar occupations could be reflective of the heavy degree of unionization in these occupations in San Francisco which provides the employer with an alternative recruiting mechanism.

Advertisers

Every job title in the four newspapers was coded for the type of advertiser who placed the ad. This meant, of course, that when a single agency ad listed multiple jobs, the advertiser was repeated with each job title. The ads were coded for the following factors:

TABLE 4-2

Distribution of Occupation Job Titles by Year in San Francisco
(Number and percentage distribution of total)

	1968	1972	Total	Percent of All Titles (4807 = 100%)
Professional	488	512	1000	20.8%
Mgrs/adm/directors	193	222	415	8.6
Clerical	980	862	1842	38.3
Sales	276	370	646	13.4
Service	197	154	351	7.3
Blue collar, skilled	94	66	160	3.3
Blue collar, other	33	37	70	1.5
Agricultural	2	3	5	0.1
Unknown	166	151	317	6.6
TOTAL	2439	2377	4806	100 %

TABLE 4-3

Distribution of Occupational Titles, by Year
in Salt Lake City
(Number and Percentage Distribution of Total)

	1968	1972	Total	Percent of all Titles (1,611 = 100 Percent)
Professional	44	90	134	8.3%
Mgrs/adm./directors	33	47	80	5.0
Clerical	125	218	343	21.3
Sales	96	115	211	13.1
Service	142	226	368	22.8
Blue collar, skilled	74	139	213	13.2
Blue collar, other	49	92	141	8.8
Agricultural	6	5	11	0.7
Unknown	31	79	110	6.8
TOTALS	600	1,011	1,611	100.0%

(1) Employer

(2) Employment agency

(3) National advertiser (bordered ad)

(4) Non-help wanted ads

It was assumed that all ads listing a newspaper box number, a telephone or address only, or any combination including a person's name, were placed by a private employer, unless the text of the ad indicated otherwise. The assumption was that employment agencies make themselves known either in their name or in the statement: this is an employment agency. There is no way of determining whether this assumption was accurate. It did present some coding problems, however, especially in the 1968 edition of the Salt Lake paper when it was difficult to distinguish between the name of a company and the name of an agency, though the telephone directory was of some help. Though the San Francisco paper has a separate section for employment agencies, they were occasionally interspersed among the regular ads.

It was found that the distinguishing border occasionally graced an ad which was clearly of local origin and applied only to San Francisco; e.g., the local Economic Opportunity Council. Major firms located in the San Francisco bay area were coded as "bordered" ads since the extent of the recruitment was not knowable. Larger ads were coded "bordered" in Salt Lake if the headquarter address in the ad was away from the area.

Non-help wanted ads were occasionally interspersed with the regular columns; e.g., schools advertising a placement service but essentially seeking students. If they had been inadvertently numbered, they were coded "non-help wanted."

In Tables 4-4 and 4-5, the distribution of all job titles by the type of advertiser is given by year and city. It should be made clear that the figures under "employer" do not in any way imply the number of different employers. As the user study points out, the number of different employers are significantly less. The figures reflect only the fact that the advertisers of those job titles are employers.

TABLE 4-4

San Francisco Advertiser - by Year
(Number and percentage distribution)

	Employer	Agency	Bordered	Total	Non-help Wanted
San Francisco 1968	755	1,611	64	2,430	3
San Francisco 1972	908	1,441	28	2,377	7
Total number	1,663	3,052	92	4,807	10
San Francisco 1968 (percent)	31.1	66.3	2.6	100%	0.1
San Francisco 1972 (percent)	38.2	60.6	1.2	100%	0.3
Percentage of all help-wanted ads	34.6	63.5	1.9	100%	0.2

TABLE 4-5

Salt Lake City - Advertiser, by year
(Number and Percentage Distribution)

	Employer	Agency	Bordered	Total	Non-help Wanted
Salt Lake City 1968	400	140	49	589	2
Salt Lake City 1972	694	293	3	990	7
Total number	1,094	433	52	1,579	9
Salt Lake City 1968 (percent)	67.9	23.8	8.3	100%	0.3
Salt Lake City 1972 (percent)	70.1	29.6	0.3	100%	0.7
Percentage of all help-wanted ads	69.3	27.4	3.3	100%	0.6

It is significant that 63.5 percent of all the jobs listed in the San Francisco Chronicle-Examiner were placed by employment agencies. In 1972, there were nonetheless, approximately 7 percent more employer jobs listed and 6 percent fewer agency listings than in 1968, with the total number of job titles remaining very nearly the same in the two years.

Employment agency jobs in Salt Lake are a far less pervasive factor. However, while employment agency listings decreased in San Francisco compared to employer jobs, in Salt Lake, agency representation increased considerably since 1968.

Of the 3,052 agency job titles in both years in San Francisco, 175 were advertised by temporary agencies -- 91 in 1968 and 84 in 1972. In Salt Lake, there were only nine temporary agency listings in 1968. This increased to 27 in 1972.

Though there were only 64 bordered ads in San Francisco in 1968, those ads occupied 32.3 percent of the want-ad space. In 1972, bordered ads dropped to 25.5 percent of the space (see Volume Study).

From Tables 4-4 and 4-5, a comparison can be made between the two cities regarding the use of want ads as a recruiting device by private employers. Since the same tendency is exhibited in all of the data, a single newspaper - September 1972 - may suffice to make the point shown in Table 4-6.

TABLE 4-6

Comparison of Employer Ads to Employing Units
by City - 1972

	San Francisco	Salt Lake City
Number of employer ads	838	580
Number of employing units[a]	20,506	8,971
Ratio of ads to employing units	1:24.5	1:15.5

[a] 1971 County Business Patterns.

Though a single ad represents less than a single employer because the same employer may appear many times, the table suggests strongly that the ratio of Salt Lake employers who use want ads is considerably higher than the corresponding ratio in San Francisco. This observation is corroborated by the employer survey. It would seem, then, that a higher percentage of the total jobs are made available through the want ads (in the Salt Lake area) than are in San Francisco.

In Tables 4-7 and 4-8, a comparison is made between jobs listed by private employers and those listed by employment agencies for both editions combined, by major occupational groups and by city. Bordered ads are included with private employers.

TABLE 4-7

San Francisco Advertisers by Occupation
(Number and percentage distribution)

Occupation	Total (100%)	Employer Number	Employer Percentage of Total	Agency Number	Agency Percentage of Total
Professional	1,000	391	39.1%	609	60.9%
Mgrs/admin/directors	415	186	44.8	229	55.2
Clerical	1,842	366	19.9	1,476	80.1
Sales	646	357	55.3	289	44.7
Service	351	228	65.0	123	35.0
Blue-collar skilled	160	120	75.0	40	25.0
Blue-collar other	70	61	87.1	9	12.9
All occupations	4,484	1,709	38.1%	2,775	61.9%

TABLE 4-8

Salt Lake City Advertisers by Occupation
(Number and percentage distribution)[a]

Occupation	Total (100%)	Employer Number	Employer Percentage of Total	Agency Number	Agency Percentage of Total
Professional	134	112	83.6%	22	16.4%
Mgr/admin/directors	80	57	71.3	23	28.8
Clerical	343	123	35.9	220	64.1
Sales	211	172	81.5	39	18.5
Service	368	353	95.9	15	4.1
Blue-collar skilled	213	180	84.5	33	15.5
Blue-collar other	141	94	66.7	47	33.3
All occupations	1,490	1,091	73.2%	399	26.8%

[a] Excludes occupations which could not be identified and agricultural occupations.

The occupational distribution of jobs by advertiser reveals a good deal about the relationship of agencies to the kind of jobs that dominate the want ad columns. Over 80 percent of all clerical jobs listed in the two San Francisco papers are agency controlled as are 61 percent of the professional jobs and 55 percent of the manager/director/administrator jobs. More than half of the employers advertise their own jobs in the sales, service, blue-collar/skilled and blue-collar/other occupations. In all, 61.9 percent of the identified occupations listed in the paper were advertised by employment agency.

In Salt Lake, the picture is considerably different. Only 27 percent of the identified occupations were advertised by employment agencies. Even then, 64 percent of all clerical jobs appearing in the Salt Lake Tribune for the two issues were listed by employment agencies. In all other occupations, the direct advertising of employers dominated the newspaper.

In San Francisco, employer advertising constituted 38.1 percent of all advertising as compared to 61.9 percent agency advertising. This is unevenly distributed among occupations. For example, when looking at the percentage of the total jobs advertised that professional occupations represent, the figure is about the same for employers, agencies, and the two combined. On the other hand, the incidence of clerical occupations advertised by agencies is far higher than is clerical's share of either employer ads or total job ads. Moreover, in all other occupations in San Francisco, the incidence of employer advertising is higher than the total percentage of employer ads.

In Salt Lake City, the situation is reversed but still uneven. Of all jobs, 73.2 percent are advertised by employers and 26.8 percent are advertised by agencies. The incidence of blue collar, managerial and clerical jobs advertised by agencies is greater than its share of the total number of jobs advertised.

Identity of Employers

The ads were coded for the following factors:

(1) Employer identifiable

(2) Newspaper box number only

(3) Telephone number only

(4) Address only

(5) Name of individual combined with 2, 3, or 4

(6) No information about employer

Essentially, two questions were posed: (1) Could an employer be identified by the job seeker or the labor market analysis? (2) If not, what steps had to be taken to learn who the employer is? Each represented a different degree of effort, a different quality of "blindness." A telephone call is apt to provide the job seeker with information easier and quicker than a letter. A trip to the premises to find out who the employer is takes another kind of effort. An employer that obscures his identity is either establishing a screening mechanism or as in the case of address only ads, he may be attempting to prevent the job seeker from screening himself before the employer has the opportunity to have contact with him.

The question was also intended as a device to assist ORC in designing other aspects of the project, particularly the job-user study.

An employer was considered identifiable if the name of the company, the address and/or the telephone number and city were given or implied. If the name of an individual was given and it constituted the employer's name; e.g., a doctor's or lawyer's office or a domestic job, the employer was considered identifiable. If, however, the name of an individual was given in a job that appeared to be with a firm, the employer was not considered to have been identified, and was coded along with other combinations in column 5 of Tables 4-7 and 4-8.

Only those job titles that were not coded as "identified" were then coded in relation to the method for contracting the advertiser. All newspaper box number ads were regarded as employer ads -- unless the text indicated otherwise. Tables 4-9 and 4-10 compare the findings for San Francisco and Salt Lake City, both years.

All the jobs about which there is no identifiable information shown in column 6 were, by definition, employment agency jobs since agencies act as brokers for the employer, and these would not be inclined to provide the employer's name. Nevertheless, only 14.96 percent of all the jobs listed in the two San Francisco papers as compared to 36.54 percent in Salt Lake, provided the job seeker with an immediate identification of the employer.

The drop in San Francisco from 1968 to 1972 in the number of employers who identify themselves when they advertise a job is marked, and it is shifted to providing a telephone number only and a combination of devices. In Salt Lake, there is a remarkable consistency between 1968 and 1972 in the frequency with which employers can be identified, as well as the manner in which job seekers are asked to contact employers. The incidence of newspaper box number ads in San Francisco is significantly higher than that in Salt Lake. This may be attributable to the fact that the San Francisco paper is serving both an urban center and a wide surrounding area from which over 50 percent of the box number ads come.

The findings as regards to the ability of the job seekers to identify employers in each of the cities was more than corroborated by the comparative difficulty ORC had in identifying employers for the user survey. It required considerably less effort to develop a sample of identified employers from the Salt Lake Tribune than it did from the San Francisco Chronicle-Examiner. This problem will be discussed further in Chapter 5.

TABLE 4-9

San Francisco - Employers Identity by Year
(Number and percentage distribution)

	1 Identified	2 NP Box #	3 Tel. Only	4 Addr. Only	5 Ind/ Comb	6 No. Info	TOTALS
SF 1968	374	83	248	52	62	1,611	2,430
SF 1972	345	112	314	49	116	1,441	2,377
TOTALS	719	195	562	101	178	3,052	4,807
SF 1968	15.4	3.4	10.2	2.1	2.6	66.3	100%
SF 1972	14.5	4.7	13.2	2.1	4.9	60.6	100%
% of TOTAL	15.0	4.0	11.7	2.1	3.7	63.5	100%

TABLE 4-10

Salt Lake City - Employers Identity by Year
(Number and percentage distribution)

SLC 1968	229	21	112	49	38	140	589
SLC 1972	348	33	180	47	89	293	990
TOTAL	577	54	292	96	127	433	1,579
SLC 1968	38.9	3.6	19.0	8.3	6.4	23.8	100%
SLC 1972	35.2	3.3	18.2	4.7	9.0	29.6	100%
% of TOTAL	36.5	3.4	18.5	6.1	8.1	27.4	100%

In order to get a clearer picture of the way employers identify themselves without a third party, Table 4-11 has been prepared by using Tables 4-7 and 4-8 totals with employment agency job titles removed. Using only those job titles advertised directly by the employers, a percentage comparison is made of employers who do identify themselves and those who don't. This includes bordered ads.

TABLE 4-11

Employer Ads only by Year, by city
(Percentage Distribution)

	Total Titles (100%)	Identified	Box No.	Tel. Only	Address	Ind/ Comb.
SF 1968	819	45.7	10.1	30.3	6.3	7.6
SF 1973	936	36.9	12.0	33.5	5.2	12.4
Total	1,755	41.0	11.1	32.0	5.8	10.1
SLC 1968	449	51.0	4.7	24.9	10.9	8.5
SLC 1972	697	50.0	4.7	25.8	6.7	12.8
Total	1,146	50.3	4.7	25.5	8.4	11.1

Though the employment agency job titles are removed, the Salt Lake City employers still tend to identify themselves more than do San Francisco employers. There is a sharp drop in the number of employers who identify themselves in San Francisco between the two points in time. Each city shows a remarkable consistency in the frequency with which employers use the various methods for being contacted by the job seekers.

Pursuing the examination of employer only ads and their characteristics as regards to identity, Table 4-12 describes the identified employers by major industry and occupational group. Job titles with unknown industry or occupations are excluded. Bordered ads are included with employers.

TABLE 4-12

Identity of Employers - Employer Ads Only by
Industry and Occupation - Both Papers by City
(Number of jobs and percent with identified employer)

	San Francisco			Salt Lake City		
Industry	No. of Employer Jobs (100)%	No. Identified	% of Total	No. of Employer Jobs (100)%	No. Identified	% of Total
Mining	1	1	100.0%	0	0	0%
Contract const.	18	10	55.6	10	8	80.0
Manufacturing	194	116	59.8	68	46	67.6
Transportation	33	27	81.8	16	13	81.3
Wholesale trade	53	26	49.1	36	11	30.6
Retail trade	204	135	66.2	264	202	76.5
Finance, insur, real estate	206	96	46.6	49	28	57.1
Service	486	210	43.1	270	108	40.0
Government	46	44	95.7	22	20	90.9
TOTAL	1,241	665	53.6%	735	436	59.3%
Occupation						
Professional	391	312	79.8%	112	59	52.7%
Mgr/admin/director	186	59	31.7	57	27	47.4
Clerical	366	160	43.7	123	62	50.4
Sales	357	147	41.2	172	79	45.9
Service	228	46	20.2	353	163	46.2
Blue collar, skilled	120	52	43.3	180	115	63.9
Blue collar, other	61	22	36.1	94	51	54.3
TOTAL	1,709	798	46.7%	1,091	556	51.0%

Among the industries with a sizable number of job listings, the retail trade employers appear to identify themselves more in both cities. Employers placing ads in the service industry in both cities are comparatively less inclined to define themselves. When classified by occupation, service job ads are also less likely to contain employer identification. This may be partly caused by the domestic jobs which are often advertised by telephone number only. Generally, however, there is no clear pattern, and employers tend to obscure their identity without regard to industry and occupation.

Location of Job

Knowing where the advertised job is located is a significant factor for the job seeker as it is for the labor market analyst if the newspaper ads are to be of value in assessing the labor market.

Job titles were coded for the narrowest, most certain encompassing area, beginning with the city, the SMSA, and widening to the state, the nation and international.

Ads with box numbers, employment agency listings and national recruiting ads were assumed to be "unknown" unless the text defined the location of the job. Job with telephone numbers only were checked against the prefix listings of both cities. A telephone number which was not in the city, but no alternative area code was assumed to be within the SMSA because it was surmised that there would be either nonlocal area codes or some indication that the phone call would be a long distance call. Community names were checked against the lists of communities with the SMSA. Ads listing street addresses only were assumed to be in the city where the newspaper was published, unless there was evidence to the contrary. Coders did use their own independent knowledge to help determine the location of a job.

Table 4-13 considers the feasibility of locating any job appearing in any of the four editions.

TABLE 4-13

Feasibility of Locating Job/All Advertisers by Year by City and Combination

(Percentage Distribution)

	Total Number of Jobs (100%)	Location Known	Percent	Location Unknown	Percent
SF 1968	2,430	905	37.2%	1,525	62.8%
SF 1972	2,377	964	40.6	1,413	59.4
Total	4,807	1,869	38.9	2,938	61.1
SLC 1968	589	434	73.7	155	26.3
SLC 1972	990	672	67.9	318	31.1
Total	1,579	1,106	70.0	473	30.0
TOTAL ALL PAPERS	6,386[a]	2,975	46.6	3,411	53.4

[a] Excludes non-help wanted.

Though it is clear that only 46.6 percent of all jobs listed in all four papers can be located geographically, it should be noted that of the 3,411 jobs of unknown location, 3,206 are employment agency listings. The total number of job titles sponsored by employers (including bordered ads) in all four papers was 2,901. Of that number, only 205 listings, or 7.1 percent, could not be located.

It would appear that when employers place an ad, it is possible for either job seekers or researchers to determine the location of the job 92.9 percent of the time (Table 4-14).

TABLE 4-14

Location of Job - Both Cities

	Total Locations Known (100%)	Percentage Distribution		
		City	SMSA	Other
SF 1968	905	52.5%	26.7%	20.8%
SF 1972	964	46.5	24.2	29.3
Total	1,896	49.4	25.4	25.2
SLC 1968	434	61.3	18.7	20.0
SLC 1972	672	63.1	27.5	9.4
Total	1,106	62.4	24.1	13.5

There are some interesting contrasts in the patterns of job location between cities and between years. Approximately 15 percent more of the jobs advertised in the Salt Lake Tribune are located within the city than are the jobs in the San Francisco Examiner-Chronicle. Both newspapers attract about a quarter of their ads from the SMSA. Though there were 56 percent fewer bordered ads in September, 1972 in San Francisco than there were in September 1968, there is a sharp increase in the percentage of jobs advertised in the San Francisco paper in 1972, that are located in the SMSA and a marked decrease in jobs outside of the SMSA.

There is a degree of corroboration to the assumption made by ORC that bordered ads generally represent a wider recruiting effort than the local labor market. Nearly 60 percent of the bordered ads in the San Francisco paper were for jobs beyond the SMSA. Only 11.8 percent are for jobs within the city.

Number of Jobs

In establishing the coding system for counting jobs, the emphasis was placed on determining the feasibility of doing so rather than on an actual count of jobs. The question to be determined was whether the amount and quality of information yielded would warrant a job count for the overview and provide a basis for comparison with other labor market data.

The coders were instructed to identify three factors:

(1) Actual number of jobs listed for each title (single, two, three or more)

(2) Multiple (number unknown)

(3) Distinction between single or multiple is unclear (unknown)

It was assumed that a job title represented a single job, in the absence of contrary evidence. Contrary evidence would appear in the form of plural words, or language in the text that indicated multiplicity. When an ad listed the actual number of openings, the given figure was coded. When there was ambiguity and it could not be determined whether the job was a single or multiple one, it was so coded. An ad for a "couple" was coded as two jobs. An agency ad that did not list specific jobs were coded multiple, unknown. All other agency jobs were coded by text.

In developing the findings, it was discovered that the distinctions between 1968 and 1972 in all categories in both cities were negligible. In Table 4-15, the number of jobs are compared between cities, combining both editions:

TABLE 4-15

Number of Jobs - By City
(Number and Percentage Distribution)

	Total		Single		Two		Three or More		Plural & Unknown	
	No.	%	No.	%	No.	%	No.	%	No.	%
San Francisco	4,807	100%	3,554	73.9%	86	1.8%	40	0.8%	1,127	23.5%
Salt Lake City	1,579	100%	1,028	65.1%	44	2.8%	17	1.1%	490	31.0%

The assumption that a single job title actually means a single job opening is explored in the job user study (see Chapter 5). According to those findings, a single job represents 1.1 hires, but it is not possible to make assumptions about how many jobs are represented by plural or unknown listings. The following considerations discourage any attempt to estimate the number of jobs from the want ads:

(1) In the process of identifying employers for the user survey, ads were taken from four editions of each newspaper. It was found that in San Francisco, 288 identified employers had placed a total of 527 ads in the four newspapers, calling for a total of 632 job titles. Among these employer ads were innumerable ads that were exactly alike. There is no way of ascertaining from the paper whether these multiple listings from an employer represent a new job, a continuation of an ad for the same job, a rewording of an ad for the same or different job in the same or a different edition of the paper. Likewise, in Salt Lake City in four consecutive newspaper editions, 332 employers were identified who placed a total of 536 ads, listing 643 job titles. The situation contributes to ambiguity.

(2) It is a fair assumption that duplications of ads also appear among unidentified employers, who list only by telephone number, box number, address, or a combination. Such duplications would be next to impossible to identify as such.

(3) The employment agencies have asserted that it is a common practice for many agencies to advertise the same job simultaneously.

(4) It is not uncommon for the employment agencies and the employer to advertise the same job simultaneously.

(5) Responses in the user study and observations of the coders point to the fact that there are employers who run their ad on a continuous basis, and it is not possible to relate the ad to a specific job opening.

In summary, it is ORC's conclusion that the want-ad pages represent an unreliable source of information about the number of jobs represented by want ads. It was therefore determined that the five-year overview would not engage in gathering this invalid data.

Wage Information

The content study attempted to ascertain the degree to which want ads provided either the job seeker or the researcher with information about the wages offered for the job. Coders were asked to distinguish between the following listings:

Precise -- single figure or range given, not depending on experience

Upper figure only -- state or implied; e.g., "we will pay up to $1,000 per month"

Starting figure only -- e.g., $400+

Range with depending upon experience

No wage quoted in any form

Earnings were coded in relation to the above whether the time unit was hourly, weekly, monthly or annually. Tables 4 -16 and 4-17 present the findings by city, by year and by type of advertiser.

TABLE 4-16

Wage Information - San Francisco
(Number and Percentage Distribution)

	Precise	Upper	Starting	Others	None	Total
SF 1968	950	492	118	12	858	2,430
SF 1972	754	561	119	1	942	2,377
Total	1,704	1,053	237	13	1,800	4,807
Percent of Total	35.5	21.9	4.9	0.3	37.4	100%
Agencies Only	1,528	1,025	189	10	300	3,052
Percent of Total	50.0	33.6	6.2	0.3	9.8	100%
Emp. & Bord.	176	28	48	3	1,500	1.755
Percent of Total	10.0	1.6	2.7	0.2	85.5	100%

TABLE 4-17

Wage Information - Salt Lake City
(Number and Percentage Distribution)

	Precise	Upper	Starting	Others	None	Total
SLC 1968	116	5	20	1	447	589
SLC 1972	227	34	67	0	662	990
Total	343	39	87	1	1,109	1,579
Percent of Total	21.7	2.5	5.5	.1	70.2	100%
Agencies	218	26	50	-	139	433
Percent of Total	50.4	6.0	11.5	-	32.1	100%
Emp. & Bord.	125	13	37	1	970	1,146
Percent of Total	10.9	1.1	3.2	.1	84.7	100%

There is a remarkable similarity between the two cities in that wage information comes primarily from employment agencies. Only to the degree that employment agency jobs are represented in the papers do the cities vary. In both cities, only 14 percent of the employer-sponsored ads provide wage information.

The question arises whether the wages quoted by employment agencies can be regarded as true indicators of the wage rates being paid, since it is to the interests of the agency to quote or emphasize only the most attractive jobs. It is difficult to conclude that want ads offer a rich source of wage information.

In Table 4-18, the absence of wage information is analyzed by occupational groups and by advertiser, to determine if any of the occupations are more or less inclined to contain wage information by either type of advertiser.

The fact that employers persistently withhold wage information in all occupations in both cities is clearly evident from the chart. Among the major occupational groups with a high volume of representation in the ads, there is a slight tendency to provide more information about earnings in the sales group. It is interesting that the San Francisco employment agencies provide wage information in a higher percentage of jobs in all occupations than Salt Lake City agencies do.

Type of Earnings

In a preliminary scanning of the ads, it became evident that compensation for work and other financial inducements are offered in a staggering variety of ways. An attempt was made to capture this type of information. Each ad was coded for all the information it contained about a method of compensation. Assumptions were not made, but an ad was coded for implications, as well as explicit statements. For example, though there might be no mention of commissions, references to allowances, guarantees, draws or bonuses would cause a coder to code not only for that factor, but the "commission" factor would also be coded

TABLE 4-18

Absence of Wage Information - by Occupation and Advertiser, by City
(Number and percentage distribution)

BEST COPY AVAILABLE

	San Francisco				Salt Lake City			
	# of Emp. Titles	No Wage Info. %	# of Agency Titles	No Wage Info. %	# of Emp. Titles	No Wage Info. %	# of Agency Titles	No Wage Info. %
Professional	391	87.0%	609	5.3%	112	81.3%	22	45.5%
Mgr/adm/dir	186	84.4	229	4.8	57	78.9	23	30.4
Clerical	366	87.4	1,476	11.7	123	86.2	220	25.5
Sales	357	82.9	289	4.5	172	65.1	39	23.1
Service	228	86.8	123	18.7	355	91.0	15	66.6
Blue collar, skilled	120	92.5	40	0.0	180	88.3	33	39.4
Blue collar, other	61	82.0	9	0.0	94	87.0	47	40.4

as "implied." A single job title could be coded in more than one way. On the other hand, if an ad neither stated nor implied the type of earnings, it was coded negatively. For that reason, the findings relate only to the number of times a particular statement was made rather than to the number of jobs.

The findings indicate that there are no significant changes in method of pay between 1968 and 1972 in both cities though there is some difference between cities which will be shown in Table 4-19.

TABLE 4-19

Type of Earnings, by City
(Number and Percentage Distribution)

	(San Francisco) 4,246 Items = 100%		(Salt Lake City) 928 Items = 100%	
	Number of Items	Percentage of Total	Number of Items	Percentage of Total
Wages	3,470	81.7%	674	72.6%
Commissions	261	6.2	106	11.4
Allowance, Guarantee, Draw, Bonus	166	3.9	35	3.8
Room and/or Board	152	3.6	51	5.5
Tips, profit-sharing, overtime, car, expenses, subsistence, allowance, "in kind," employee discount, daily cash pay, stock options, travel allowance, over-ride, paid while in training, relocation paid, misc.[a]	197	4.6	62	6.7
TOTALS	4,246		928	

[a] Includes worksheet tallies.

As was to be expected, the bulk of the commission type of compensation occurred in the sales occupations, and the room and board were in the service and managerial occupations, since both domestic and restaurant jobs often offer meals, and apartment house managerial positions frequently offer room. It was surprising to discover that commission-type compensation were sprinkled through all occupations including the blue-collar groups. Salt Lake appears more inclined to pay on a commission basis than does San Francisco.

Though the number of job titles carrying this information cannot be determined, it can be said that of the total 4,807 job titles in San Francisco, at least 561 did not have any reference to type of earnings. Of the 1,579 job titles in Salt Lake, at least 651 had no information on type of earnings.

Time

An attempt was made to determine the extent to which jobs advertised in the want ads are other than full-time, permanent work. This included full-time (temporary), part-time (permanent), part-time (temporary), seasonal, multiple alternatives, temporary employment agency, no information given or assumable. An agency ad with no listings were coded multiple alternatives. A 35-hour week was assumed to be full time. In the absence of conflicting evidence, a job was assumed to be full time, permanent. There is no way to determine whether the assumption is justified. Since both editions of the same paper were almost identical, Table 4-20 will describe the totals for each city, grouped only by full time, permanent and other than full time, permanent.

TABLE 4-20

Time Conditions, by City

	Total Job Titles	Full-time Permanent	% of Total	Other than FT/Permanent	% of Total
San Francisco	4,807	4,356	90.6%	456	9.4%
Salt Lake City	1,579	1,288	81.6%	291	18.4%

It is difficult to understand why Salt Lake has comparatively twice the incidence of other than full-time jobs than San Francisco. There are significantly more temporary employment agencies in San Francisco than in Salt Lake which may account for the fact that employers with other than full-time jobs are more apt to advertise directly in the paper in Salt Lake. The temporary employment agency ads seldom list specific jobs.

There appears to be a high percentage of domestic part-time jobs in Salt Lake which may account for the difference between cities. In San Francisco, while almost all occupations are over 80 percent full time, medical professionals and keypunch fall below 80 percent full time. Only 52.2 percent of sales solicitation jobs are full time.

Fringe Benefits

Fringe benefits were defined as vacations, health and welfare, insurance, extra holidays, and all other benefits that have a monetary value. An ad was coded for whether it did or did not make a reference to fringe benefits rather than for the specific type of benefit mentioned. (Table 4-21).

Fringe benefits are of increasing importance as an inducement in agency ads in both cities. Employer ads in San Francisco have shown a marked decrease in advertising fringe benefits as an inducement for recruiting help. Though the information is not available by year, 18.9 percent of the bordered ads in Salt Lake City and 35.9 percent in San Francisco for both years make reference to fringe benefits in their ads.

TABLE 4-21

Fringe Benefits
By City, Year and Advertiser
(Number and Percentage Distribution)

	Total of Job Titles	No. of Times Mentioned	Percentage of Total
San Francisco 1968			
Employer and bordered	819	176	21.5%
Agency	1,611	18	1.1
Total	2,430	194	8.0
San Francisco			
Employer and bordered	936	159	17.0
Agency	441	54	12.2
Total	1,377	213	15.5
Total San Francisco	3,807	426	11.2
Salt Lake 1968			
Employer and bordered	449	63	14.0
Agency	140	2	1.4
Total	589	65	11.0
Salt Lake 1972			
Employer and bordered	697	99	14.2
Agency	293	32	10.9
Total	990	131	13.2
Total Salt Lake	1,579	196	12.4
TOTAL BOTH CITIES	5,386	622	11.5

Other Inducements or Information

As described in the methodology section, coders were asked to capture all other types of inducement information on "other" slips which were tallied and grouped by subject matter. There were 265 such slips emanating from the Salt Lake papers, and 658 from the San Francisco papers. The following is a description of the type of information given by employers about their jobs:

Mobility: (Upward or sideways, learn new skills, raises, advancements, status job, etc.)	177
Job Setting: (Specific location, surroundings, work in home, etc.)	143
Time: (Specific and refined information, shifts, hours, days off, etc.)	205
Job Duties: (Unusually not implied by occupational code)	106
Description of company: (Age, size, prominence, status, etc.)	118
Personal comforts: (Good facilities, new office, cafeteria, etc.)	42
Verbiage: (Coders termed this "promises of glory")	132
TOTAL	923

Heretofore, the content study has concerned itself with the factors involved in the description of the job being offered. The remaining data deals primarily with the qualifications required for the job.

Experience

An attempt was made to segment and refine for description the manner in which experience requirements were presented in the want ads. Coders were asked to code each of the following factors separately, if possible.

(1) Specific length of experience required or preferred.

(2) Specific type of experience required or preferred. Coders were instructed to isolate "experience" from the general job description; e.g., "experience in insurance forms."

(3) Specific job knowledge or skill level required; e.g., "must type 60 wpm."

(4) Experience, general reference, either stated, preferred or implied; e.g., "letters of reference from former employers."

(5) No experience required, either stated or implied. The presence of this factor would be coded with such comments as "will train" or with

job titles such as "management-trainee," unless the text indicated otherwise.

Coders were instructed to code for the most precise information in the ad out of the group of experience factors, unless more than one code would serve to clarify, in which case more than one factor was coded for a single job title. Generally, only one -- the most precise -- code was selected. Nevertheless, since there are some exceptions to this single code rule, Table 4-22 relates only to the number of times a particular statement was made rather than to the number of jobs that required various kinds of experience. An exception can be made for item 5 -- no experience required -- since that ad would have been coded only once and does accurately reflect the degree to which want ads are of value to new entrants on the labor market. Both editions are combined.

TABLE 4-22

Experience by City
(Number and Percentage Distribution)

	Total Freq.	Length of Time	Specific Type	Specific Skill	General	Will Train
San Francisco	2,147	309	686	221	513	418
	100%	14.4%	31.9%	10.3%	23.9%	19.5%
Salt Lake City	824	87	185	93	286	173
	100%	10.6%	22.4%	11.3%	34.7%	21.0%

In San Francisco, which has a total of 4,807 job titles, 418 trainee positions represents 8.7 percent of all the job titles. Out of the total 1,579 job titles in Salt Lake, 173 or 11.0 percent can be considered positions available for new entrants on the labor market. However, the bulk of these jobs in both cities were sales jobs, though San Francisco recorded 136 clerical jobs which were specifically available for inexperienced persons.

In Salt Lake, experience factors appear heavily in the skilled blue-collar group of occupations, as well as professional and clerical. In San Francisco, which has a comparatively small number of blue-collar jobs, experience requirement appear heavily in professional and clerical occupations, with particular emphasis on specific job knowledge in the clerical field.

Age

Coders were required to record age factors, whether they were specifically stated, implied with words such as "young," "retired," "mature," or were specifically stated in reverse with comments such as "age no factor." In all four editions, out of 5,666 job titles, age appeared as a factor in only 378 job titles. There were 34 reverse comments indicating no age restriction.

Method of Designating Sex

The most dramatic change in the newspaper, between 1968 and 1972, took place in the sexual designation of jobs. In September 1968, both newspapers listed all jobs by column headings which designated male jobs, female jobs and both. By September 1972, the column headings were eliminated. The United States Supreme Court ruling of June 1973 which declared sex designation in help-wanted ads illegal is another newer step in the evolving and changing role of women in the labor market. The consequences of that ruling will, presumably, again alter the contents of help-wanted ads. This study provides some insight into one point of the process of change.

The coding system attempted to isolate and codify four methods by which sex requirements or preferences appear in a want ad, in addition to "none:"

(1) Stated: The ad clearly asks for a man or a woman.

(2) Column headings: This applied only to the 1968 edition. All jobs were coded by the column heading under which the ad appeared, without

regard to the text, unless it was clearly in contradiction and obviously misplaced.

(3) Implied in job title: This code was applied to ads with titles such as "salesman," "girl Friday," "waitress," "counterman," unless the text specifically contradicted the sex implied by the title.

(4) Implied in text: This code was applied to ads containing such comments as: "must be attractive," "you can get done in time to serve your husband's dinner," "will be required to make coffee to keep the men happy." Coders agree that advertisements for topless dancers implied a job for a specific sex.

Coders were carefully trained to refrain from assuming the sex requirements of a job based on the traditional male-female roles in work.

Because the policy change removing the column heads affected both papers, greater insight is gained by arraying the data for both cities together, 1968 -- and then contrasting the effect of the changed policy in 1972 (Table 4-23).

TABLE 4-23

Sex Designation by Year
(Number and Percentage of Distribution)

	Stated	Col. Head	Implied Title	Implied Text	No Sex Defined	Totals
San Francisco, 1968	12	2,351	2	-	65	2,430
Percentage of total	0.5	96.7	0.1	0	2.7	100%
Salt Lake, 1968	13	489	5	-	82	589
Percentage of total	2.2	83.0	0.9	-	13.9	100%
San Francisco, 1972	170	28[a]	145	21	2,013	2,377
Percentage of total	7.1	1.2	6.1	0.9	84.7	100%
Salt Lake, 1972	196	0	117	18	659	990
Percentage of total	19.8	0	11.8	1.8	66.6	100%

[a] Column headed "couples."

There is little doubt that the removal of headings changed the organization of jobs in the newspapers so as to reduce the predesignation of women's and men's work. But the impressive shift to the "no sex defined column" is somewhat deceptive, especially in Salt Lake and requires further discussion. Excluding the jobs under "couples," it is a fact that 14.1 percent in San Francisco and 33.3 percent -- a third -- of the jobs in the Salt Lake Tribune were in one or another way, sex designated in 1972. In Salt Lake, the problem is further compounded by the policy of the paper. Formerly, a heading, with a number and title such as "help wanted -- male" designated a new group of jobs, all of which were for males. The so-called change in Salt Lake consisted merely of removing the sex word. The breaks, the heading and the number, continued with precisely the same types of jobs under each heading. Jobs that were formerly headed by "female" and "male" are still grouped together. The removal of the word in no way altered the organization of jobs or redistributed them in the columns. In San Francisco, all the jobs are listed alphabetically, by occupational title.

Though the San Francisco Chronicle-Examiner insists that it is in no way responsible for the enforcement of the law, it is interesting to conjecture about what effect the Supreme Court ruling will have on the arrangements and wording of want ads.

Sex -- Content

The major interest in examining the sex requirements of advertisers revolves around the occupational distribution. Generally, it appears that the two cities are dissimilar in regards to the total number of jobs designated for women compared to men. The jobs were coded by either sex, couples, "both or either" when the text or the column heading stated explicitly that the job was open to either sex. Table 4-24 compares the total jobs in both cities by the sex designation.

TABLE 4-24

Sex Designation by City and Type of Advertiser
(Number and percentage distribution)

	Male	Female	Couple	Both/Either	None	Total
SF, both editions	1,337	1,201	43	148	2,078	4,807
Percent	27.8	25.0	0.9	3.1	43.2	100
SL, both editions	265	375	12	186	743	1,579
Percent	16.8	23.6	0.7	11.8	47.1	100
SF, employer and bordered only	544	350	40	80	741	1,755
Percent	31.0	19.9	2.3	4.6	42.2	100
SL, employer and bordered only	202	350	12	176	440	1,180
Percent	17.1	29.7	1.0	14.9	37.3	100

The greater percentage of the "both/either" category in the Salt Lake paper is attributable to the fact that the paper contained a column in the 1968 edition headed "male and female," which the San Francisco Chronicle-Examiner did not have.

It is interesting that the Salt Lake paper has a much lower percentage of jobs for men than for women, despite the fact that the incidence of blue-collar jobs in the Salt Lake paper is much higher than in San Francisco. When agency listings are removed, the difference becomes even sharper. The primary reason for this appears to lie in Table 4-2 "Distribution of Occupational Job Titles", in two categories -- professional and service. As we can see in the next set of tables, a large number of male designated jobs in San Francisco fall in the professional, managerial and salesman group. In Salt Lake a much higher percentage of the service jobs are designated for women than in San Francisco. It would appear that the female job seeker in San Francisco is less apt to find her job through the want ads, except as she is willing to be placed by an employment agency. In Salt Lake, the same would be true of men, except that the man in Salt Lake would not have the alternative of using an employment agency.

In Tables 4-25 and 4-26, those job titles that have designated sex are arrayed numerically by the totals in both editions by city. They are contrasted by industry, by major occupational groups and by selected occupations.

TABLE 4-25

Industries - Sex Designations by Industry and Occupation, by City (Numerical Distribution)

Industry	San Francisco Male	San Francisco Female	Salt Lake City Male	Salt Lake City Female
Mining	1	1	0	0
Contract const.	9	1	4	0
Manufacturing	108	13	22	8
Transportation	17	13	2	3
Wholesale trade	24	15	5	17
Retail trade	97	76	50	92
Finance, insurance real estate	88	76	13	9
Service	104	125	28	111
Government	20	5	2	3
Major Occupational Groups				
Professional	407	65	20	16
Mgrs/adm/dir	166	21	11	5
Clerical	177	854	11	96
Sales	301	65	62	52
Service	84	81	39	178
Blue collar, skilled	102	3	57	5
Blue collar, other	35	9	47	5

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TABLE 4-26

Selected Occupations

Occupations	S.F.		S.L.C.	
	Male	Female	Male	Female
Engineer	92	0	8	0
Medical professional (includes RN's, LPN's, technicians, doctors, dentists and ass'ts)	7	28	0	13
Managers (includes managers of retail, food service, data process, office, directors administrators, buyers)	125	14	7	2
Office occupations (includes clerk-typists, secretaries, stenos, Girl Friday, general office clerks)	37	507	2	54
Telephone operators/receptionists	1	86	0	11
Data processing professional & tech. (includes programmers, systems analysts, computer operators)	72	10	3	1
Data processing, clerical-keypunch operator	4	52	0	3
Accounting professionals (accountants, auditors, comptrollers, controllers)	125	14	7	2
Bookkeeping, clerical occupations (includes bookkeepers, NCR and other machine operators, A/R and A/P clerks, accounting clerks)	18	83	1	14
Sales, solicitation (includes door-to-door, telephone solicitation, independent contract-type sales)	13	18	1	14
Salesmen	252	15	47	8
Domestic	11	11	0	46
Restaurant occupations (includes cooks, chefs, waiters, waitresses, kitchen helpers)	42	32	22	75
Machinists, mechanics	40	1	17	0
Construction occupations and auto body	40	0	37	0

In almost every case, the subordinate, lower paid jobs advertised are predominantly relegated to the women, with a singular preference for men in the higher level jobs. Whether one compares professional accountants to bookkeeping clerical occupations, or looks at the data processing professional jobs and compares them to the keypunch jobs, or compares the salesmen jobs to the sales solicitation figures in which women are sought -- the jobs with less status, less income and less opportunity for advancement call mainly for women. Even in the medical profession where the figures appear to favor women strongly, the demand for women emanates from the preponderance of registered and licensed practical nurse ads.

The recent U.S. Supreme Court ruling becomes more understandable in the light of a critical objective appraisal of help wanted ads.

Licenses Required

Coders were provided with a list of occupations requiring a license and coded ads in relation to whether the required license or certification was stated, as in registered nurse or was an occupation on the list. The question of interest was: What percent of the want ads function as sources of job opening information for those occupations and professions that require a license or certification?

Out of a total of 4,807 job titles in San Francisco, 607 or 12.6 percent require license or certification. These are primarily in the engineering, medical and accounting occupations. In Salt Lake City, only 75 out of 1,579 job titles, or 4.7 percent require licenses. Whether this reflects a difference in the labor market, a difference in the type of employers who use the help-wanted ads, or a difference in the use of alternative job matching mechanisms such as professional associations in Salt Lake cannot be determined by this study.

Other Requirements

The ads were coded for every possible requirement for a job. In most cases, the incidence where these requirements appeared were so slight as to warrant no more than a summarized numerical tabulation by city. The only significance to the list is to fill out the full picture of the contents of the ads and to verify that such information is generally not present (Table 4-27).

TABLE 4-27

Tally of Other Requirements by City

	San Francisco	Salt Lake City
Education requirements (specific degrees, general college and high school)	364	68
Union requirement	30	40
Car required	46	30
Marital status required	3	1
Bond required	12	2
Travel requirement	55	18
Relocation required	20	3
Personal characteristics required (language, military record, clothing, citizenship, physical fitness, "looks," no drinkers or smokers, etc.)	111	48
Special requirements (own tools, own transportation, driving record, special aptitudes)	32	18
Special means of applying for job (resumes, references, tests)	46	25

COMPARISON OF AGENCY ADS TO EMPLOYER ADS

The content study did offer the opportunity to examine separately the content of want ads placed by private employment agencies only. Because of the third party broker role played by agencies, it was hypothesized that the motives and circumstances prompting an agency ad was different than when an employer placed an ad directly and therefore, the characteristics of the job information would reflect this difference. Some of the agency ad information has been interspersed throughout the content study. However, for purposes of synthesis and comparison, Table 4-28 provides the data regarding agency job listings only, combining all four editions of both cities and comparing the information to comparable data for employer ads.

In nearly every factor, the employment agency job is a considerably different phenomena than the regular employer-sponsored job. The job listings are grossly deficient in most information compared to employer ads except in the area of wages where the reverse is true. With the exception of professional and managerial occupations where the incidence for employment agencies and employers is nearly the same, even the occupational distribution between the agency jobs is considerably different than employer ads. And though the difference is not great, agency listing for women is greater than for men and the reverse is the case with employer ads.

Before completing the findings in the content study, it might be well to recall that the intent of the study was to determine what the ads did and did not contain. To synthesize the foregoing information, a table was prepared which could be termed the "table of unknowns." The factors that describe a job which could be considered significant for the job seeker and the labor market analyst are arranged in Table 4-29, by city, in terms of the degree to which the information is unavailable in the want ads. The highest percentage, therefore, represents the smallest amount of information.

TABLE 4-28

Comparison of Agency to Employers
All Editions for Both Cities
(Number and percentage distribution)

	Agencies		Employers	
	Number	Percent	Number	Percent
Number of Titles	3,485	100%	2,901	100%
Location of Job				
Known	316	9.1	2,696	92.9
Unknown	3,169	90.9	205	7.1
Occupations				
Professional	631	18.1	503	17.3
Managers/adms/dir	252	7.2	243	8.4
Clerical	1,696	48.7	489	16.9
Sales	328	9.4	529	18.2
Service	138	4.0	581	20.0
Blue collar, skilled	73	2.1	300	10.3
Blue collar, other	56	1.6	155	5.4
Agricultural	2	-	-	-
Unknown	309	8.9	101	3.5
Industry				
Identified industry	479	13.8	1,994	68.7
Unidentified	3,006	86.2	907	31.3
Wage Information				
Wage information given	3,046	87.4	431	14.9
No wage information	439	12.6	2,470	85.1

TABLE 4-28 (cont.)

	Agencies		Employers	
	Number	Percent	Number	Percent
Type of Earnings				
Wages	3,096	88.8	1,049	36.2
All other forms indicated	251	7.2	766	26.4
No indication	138	4.0	1,086	37.4
Identity of Employers				
Identified	0	0	719	24.8
Unidentified	3,485	100	2,182	75.2
Time				
Full time/permanent	3,166	90.8	2,478	85.4
Other than ft/p	319	9.2	423	14.6
Sex				
Male	854	24.6	746	25.7
Female	911	26.1	663	22.9
Couple or both	78	2.2	311	10.7
Unknown	1,642	47.1	1,181	40.7
Number of Jobs				
Single	2,657	76.2	1,925	66.4
Multiple/unknown	828	23.8	976	33.6

TABLE 4-29

Table of Unknowns - Job Description, by City
Totals - Both Cities
(Number and percentage distribution)

Factor	San Francisco			Salt Lake City		
	Total	# Unknown	% Unknown	Total	# Unknown	% Unknown
Location of job/all jobs	4,807	2,938	61.1%	1,579	473	30.0%
Location of job/emp. only	1,755	128	7.3	1,146	77	6.7
Occupational/all jobs	4,807	328	6.8	1,579	119	7.5
Industry/all jobs	4,807	3,118	64.9	1,579	795	50.3
Industry/emp.only	1,755	509	29.0	1,146	398	34.7
Employer identity/all	4,807	4,088	85.0	1,579	992	62.8
Employers identity/emp.	1,755	1,036	59.0	1,146	569	49.7
Number of jobs/all jobs	4,807	1,127	23.4	1,579	490	31.0
Wage information/all	4,807	1,800	37.4	1,579	1,109	70.2
Wage information/emp.	1,755	1,500	85.5	1,146	970	84.6
Method of pay/all jobs	4,807	561	11.7	1,579	651	41.2
Fringe benefits/all jobs	4,807	4,400	91.5	1,579	1,383	87.6
Time element/all jobs	4,807	4,728	98.4	1,579	1,553	98.4

Chapter 5

THE FIVE-YEAR OVERVIEW

The most extensive effort in this study to gather data regarding the volume of want ads and their industrial and occupational composition was the overview. Each newspaper was scrutinized quarterly over the period 1968 to 1972. The months from which editions were selected were March, June, September, and December.

The unit of measurement was a job title. In other words, if the ad listed a single job title; e.g., clerk-typist, it was given a value of 1. On the other hand, if it sought three different types of applicants; e.g., clerk-typists, stenographers, and bookkeepers -- whether the singular or plural was used made no difference -- it was given a value of 3.

The data so gathered will be treated in two different ways. First, an attempt will be made to convey a picture of the want-ad section during the above period of time. Then an effort will be made to interpret that picture in the light of known labor market variables. Each paper will be scrutinized separately.

THE SAN FRANCISCO CHRONICLE-EXAMINER

The San Francisco Chronicle-Examiner groups its ads under five labels: (1) house help wanted, (2) help wanted, (3) couples wanted, (4) temporary help wanted, and (5) agencies. The jobs listed under the last two labels -- temporary help wanted and agencies -- were excluded from the overview effort. Both in fact were placed by agencies. Also excluded were those ads under the included labels that were placed by employment agencies, or were not for jobs (e.g., a misplaced ad or one advertising the want-ad section itself).

The chief reason for excluding ads by employment agencies was the low expectation that they would accurately reflect employment agency activity or that much additional information could be learned about them from the agencies.

Though the law requires that an agency have at least one job opening for every job title that it advertises, it may in fact have many more. Furthermore, it almost always has openings which it does not advertise at all. It is in the nature of the matter than an agency advertises itself rather than its job openings. It may be hypothesized that it includes job titles to increase the attractiveness of the ad to job seekers. It may be further hypothesized that several considerations go into the selection of job titles that actually appear in the ad:

(1) Those titles will be selected that are expected to be most effective in selling the agency.

(2) Titles will be chosen to give job seekers an idea of the occupational area in which the agency specializes.

(3) To minimize the cost of changing the ad frequently, those titles will be selected in which the agency always has openings.

(4) Finally, occupations may be included for which the agency is most pressed to find applicants.

The foregoing considerations are, of course, not mutually exclusive, nor necessarily competitive. Furthermore, the last two of them are more reflective than the first two of the agency's actual activity. Yet, taken as a whole, they lead inevitably to the conclusion that the ad will not reflect the number of job openings or range of job titles currently on order with the agency.

The expectation that the agencies would not make any information available over and above what appeared in the ads was confirmed during the course of the study by a group discussion with the leading employment agencies in San Francisco. The agencies were all unwilling to reveal whether any particular ad resulted in a placement, or anything about their placement activity.

The total value of the included ads (valued as described above) for the five-year period was $14,004.

Profile

The profile or picture of the included ads (which hereafter will be referred to simply as the want-ad section) will be presented in terms of five variables: (1) year of ad, (2) source of ad, (3) location of job, (4) occupation of job, and (5) industry of job.

Source and Year of Ad

Advertisements were distinguished according to whether they were placed by employers who were recruiting directly or by advertising agencies (not employment agencies) acting in behalf of the employers. As might be expected, the overwhelming percentage of the job titles appeared in ads placed directly by employers (Table 5-1).

TABLE 5-1

Number of Job Titles by Source of Ad and by Year
San Francisco Chronicle-Examiner

Source	1968	1969	1970	1971	1972	Total
Employer	2,715	3,195	2,451	2,316	2,995	13,672
Advertising agency	141	97	0	21	73	332
TOTALS	2,856	3,292	2,451	2,337	3,068	14,004
Percentage Employer	95.1%	97.1%	100.0%	99.1%	97.6%	97.6%

Location of the Job

Advertisements were classified according to whether they were located within the city of San Francisco, outside the city but within standard metropolitan statistical area (SMSA) or outside the SMSA. The results are presented in Table 5-2 by year. It was not possible to tell the location of the job in 1,044, or 7 percent of the cases.

TABLE 5-2

Number of Job Titles by Year and Location of Job
San Francisco *Chronicle-Examiner*

	City of San Francisco	SMSA Outside San Francisco	Outside SMSA	Unknown	Total	Percentage of Known in City plus SMSA
1968	1,542	680	435	199	2,856	83.6%
1969	1,776	882	432	202	3,292	86.0
1970	1,347	634	291	179	2,451	87.2
1971	1,169	641	323	204	2,337	84.9
1972	1,423	802	583	260	3,068	79.2
TOTALS	7,257	3,639	2,064	1,044	14,004	
Percentage of total in ea. location	51.8	26.0	14.7	7.5	100.0	77.8
Percentage of known in ea. location	56.0%	28.1%	15.9%	-	100.0%	84.1%

It will be noted that the percentage of job titles located in the city of San Francisco comprised 51.8 to 59.3 percent of the total, depending upon whether none or all of unknowns are assumed to be in the city. The fact that the percentage is not higher is indicative of the fact that the San Francisco *Chronicle-Examiner* is more than merely a local paper. It is a metropolitan one.

It may also be of interest to note that the percentage of job titles from outside the city tended to increase as the labor market within the SMSA tightened, indicating the tendency for employers to widen their recruiting as workers became harder to find. The relevant time series are presented in Table 5-3.

TABLE 5-3

The Relationship Between Location of Job Titles
and the Rate of Unemployment
San Francisco *Chronicle-Examiner*

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	1968				1969				1970			
	Mar	June	Sept	Dec	Mar	June	Sept	Dec	Mar	June	Sept	Dec
% of job titles in the city of San Francisco	65.8	57.1	52.9	57.9	56.6	61.0	58.3	53.0	55.6	60.7	60.6	62.0
Rate of unemployment in the SMSA	4.4	4.4	3.4	3.6	4.2	4.3	3.5	3.9	4.7	5.4	4.9	5.8

	1971				1972			
	Mar	June	Sept	Dec	Mar	June	Sept	Dec
% of job titles in the city of San Francisco	64.1	48.9	59.3	48.7	55.8	55.2	48.8	46.7
Rate of unemployment in the SMSA	6.3	6.7	5.6	5.2	6.1	6.3	5.0	5.1

Occupation of the Job

The advertisements were also classified according to the occupation of the job. The results are presented in Table 5-4 by location of the job. Location is stressed throughout this section of this report because of the purpose of the study, to discover how well the want-ad section of the newspaper reflects the local labor market. In the case of the San Francisco Chronicle-Examiner, that would be best tested within the city of San Francisco, because there are other newspapers to serve local labor markets outside the city.

Nevertheless, because much of the labor market data against which the ads will be compared are available for the SMSA only, the want-ad data for the SMSA is included in Table 5-4. It might be noted that the San Francisco Chronicle-Examiner easily has the best claim of all of the newspapers of being representative of the SMSA. It is the most metropolitan of the newspapers. The table is restricted to these 12,960 job titles whose location was able to be determined.

In Table 5-5, the occupational distribution of employment within the city of San Francisco according to the 1970 census is compared with the occupational distributions of job titles in the city and within the SMSA as they appeared in the want ads. The distribution for the city is that of all issues of the paper during the survey period. That for the SMSA consists of the 1970 issues only. Even though the census distribution is not conceptually comparable to the recent ad distributions -- the former is of filled jobs, the latter of job openings -- they are remarkable close numerically, with two exceptions. Sales workers are much overrepresented in the want ads and operatives and laborers are much underrepresented.

TABLE 5-4

Number of Job Titles by Occupation and by Location
San Francisco Chronicle-Examiner

Occupation Group	Location: City of S.F.	Location: SMSA, but Outside City	Total	Percent of Distribution within City	Percent Distribution of Total
Professional tech. and kindred workers	1,114	843	1,987	15.8%	18.3%
Managers and administrators except farm	558	351	909	7.7	8.3
Sales workers	1,442	1,128	2,570	19.9	23.6
Clerical and kindred workers	2,344	392	2,736	32.3	25.1
Craftsmen, foremen, and kindred workers	337	316	653	4.6	6.0
Operatives and labors (except farm)	228	94	322	3.1	3.0
Service workers, includ. domestics	976	410	1,386	13.5	12.7
Agricultural workers	9	20	29	0.1	0.2
Unable to identify occupation	219	85	304	3.0	2.8
TOTALS	7,257	3,639	10,896	100.0%	100.0%
Located outside SMSA			2,064		
TOTAL			12,960		

TABLE 5-5

Occupational Distribution in the City of San Francisco: Want Ads Compared with 1970 Census

Occupational Group	% Distributions All Papers San Francisco[a]	 1970 Papers Only SMSA[b]	 1970 Census San Francisco[c]
Professional, technical and kindred workers	16.3%	20.0%	17.8%
Managers and administrators except farm	7.9	7.3	6.5
Sales workers	20.5	22.2	7.2
Clerical and kindred workers	33.3	29.0	29.4
Craftsmen, foreman, and kindred workers	4.8	6.3	8.6
Operatives and laborers (except farm)	3.2	2.9	14.1
Service workers, including domestics	13.9	12.0	16.1
Agricultural workers	0.1	0.3	0.3
TOTALS	100.0%	100.0%	100.0%

[a] Exclusive of the 219 job titles whose occupation could not be identified. See Table 5-4.

[b] Exclusive of 73 job titles whose occupations could not be identified.

[c] Exclusive of 5,048 self-employed managers and administrators.

Industry of Job

The advertisements were also classified according to the industry of the job. The results are presented in Table 5-6 by location.

TABLE 5-6

Number of Job Titles by Industry and by Location
San Francisco *Chronicle-Examiner*

Industry	City of San Francisco	SMSA, but Outside City	TOTAL	Percent Distribution Within City	Percent Distribution of Total
Mining	3	-	3	-	-
Contract construction	26	29	55	0.4%	0.5%
Manufacturing	414	424	838	5.7	7.7
Transportation, communications and utilities	194	153	347	2.7	3.2
Wholesale trade	141	82	223	1.9	2.1
Retail trade	854	406	1,260	11.8	11.6
F.I.R.E.	1,113	340	1,453	15.4	13.3
Services	2,093	835	2,928	28.9	26.9
Government	101	126	227	1.4	2.1
Other	40	6	46	0.5	0.4
Unable to identify	2,270	1,232	3,502	31.3	32.2
Totals	7,249	3,633	10,882	100.0%	100.0%
Job titles not counted by computer	1	2	3		
Located outside SMSA			2,064		
TOTAL	7,350	3,635	12,949		

It may be that the most significant conclusion to be drawn from Table 5-6 is that nearly a third of the job titles could not be identified by industry. Nevertheless, in Table 5-7, the industrial distribution of employment within the city of San Francisco for 1972 is compared with the industrial distribution of job titles in the city that could be identified in the ads. Two distributions for the want ads are used, that for all issues during the survey period and that for the 1972 issues only.

The distributions are not, of course, conceptually comparable. The want-ad distributions are of job openings; the labor market distribution is of employment. Differences between either of the want-ad distributions on the one hand and the labor market distribution on the other could be accounted for by differences between industries of such variables on turnover or rates of growth in employment. Yet, the large underrepresentation in the ads of contract construction and large overrepresentation of services, finance, insurance, and real estate would seem to require additional explanations. It seems likely that employers in the services and F.I.R.E. are more prone than the average to recruit through the want ads and that government and construction employers are less prone.

THE SALT LAKE TRIBUNE

The Salt Lake Tribune was described in exactly the same fashion as the San Francisco Chronicle-Examiner. The comparable topics and tables are discussed below.

Source and Year of Ad

The reliance by employers on advertising agencies for their want-ad recruitment shows the same incidence and pattern in Salt Lake City as in San Francisco (Table 5-8). Why this incidence is so low in both cities during the years 1969-71 is not explained.

TABLE 5-7

Industrial Distribution in the City of San Francisco Want Ads Compared to Labor Market

	% Distributions		
Industry	All Papers San Francisco[a]	1972 Papers Only SMSA[b]	1972 Labor Market Distribution San Francisco[c]
Mining	0.1%	0.1%	0.0%
Contract construction	0.5	0.8	4.8
Manufacturing	8.4	11.6	14.9
Transportation, communications, and utilities	3.9	2.3	10.3
Wholesale trade	2.8	3.5	6.5
Retail trade	17.3	16.3	15.1
Finance, insurance, and real estate	22.5	22.5	8.1
Services	42.4	39.7	18.2
Government	2.0	3.2	22.1
TOTALS	100.0%	100.0%	100.0%

[a] Exclusive of 2,311 in other jobs, unable to identify, or not counted by the computer. See Table 5-6.

[b] Exclusive of 780 in other jobs or unable to identify.

[c] Average employment. The source is the California State Department of Human Resources Development.

TABLE 5-8

Number of Job Titles by Source of Ad and by Year
Salt Lake *Tribune*

Source	1968	1969	1970	1971	1972	Total
Employer	1,221	1,330	1,105	1,138	1,822	6,616
Advertising agency	51	0	1	1	9	62
TOTALS	1,272	1,330	1,106	1,139	1,831	6,678
% Employer	96.0%	100.0	100.0	100.0	99.5	99.1%

Location of the Job

There was a much greater tendency for the jobs contained in the *Tribune* to be located in the city of the paper (Salt Lake City) than was true for the *Examiner* and *Chronicle*, probably because Salt Lake City's population is larger relative to the SMSA than in San Francisco's. (Table 5-9)

TABLE 5-9

Number of Job Titles by Year and Location of Job
Salt Lake *Tribune*

Year	Location Salt Lake City	SMSA Outside City	Outside SMSA	Unknown	Total	% of Known to City Plus SMSA
1968	751	277	179	65	1,272	85.2%
1969	909	232	127	62	1,330	90.0
1970	777	185	102	43	1,107	90.4
1971	730	262	91	56	1,139	91.6
1972	1,097	467	149	118	1,831	91.3
TOTALS	4,264	1,423	648	344	6,679	89.8%
% of total in each column	63.9	21.2	9.7	5.2	100.0	
% of known in each column	67.3	22.5	10.2	-	100.0	89.8%

Occupation of the Job

As in San Francisco, the job titles were classified in Salt Lake City by occupation. (See Table 5-10). It will be noted that the distribution was quite different from that in San Francisco, reflecting probably the differences in the labor market. In fact, the only similarity was in the percentage of ads for sales workers.

TABLE 5-10

Number of Job Titles by Occupation and by Location
Salt Lake *Tribune*

Occupation Group	Salt Lake City	SMSA, but Outside City	Total	Percent Distribution within city	Percent Distribution of Total
Professional, technical and kindred workers	391	93	484	9.2%	8.5%
Managers and admin. except farm	183	68	251	4.3	4.4
Sales workers	1,020	359	1,379	23.9	24.3
Clerical and kindred workers	613	100	713	14.4	12.5
Craftsmen, foremen and kindred workers	493	211	704	11.6	12.4
Operatives and laborers (except farm)	241	75	316	5.6	5.6
Service workers including domestics	1,107	431	1,538	26.0	27.0
Agricultural Workers	23	10	33	0.5	0.6
Unable to identify occupation	193	76	269	4.5	4.7
TOTALS	4,264	1,423	5,687	100.0%	100.0%
Located outside SMSA			648		
TOTAL			6,335		

Unlike San Francisco, the occupational distribution in the Salt Lake Tribune does not much resemble the distribution in Salt Lake County (Table 5-11). On the other hand, it does resemble San Francisco in that sales workers are much overrepresented in the ads, and operators and laborers are much underrated.

TABLE 5-11

Occupational Distribution in Salt Lake County
Want Ads Compared with 1970 Census

Occupational Group	% Distributions		
	All Papers Salt Lake City[a]	1970 Papers only SMSA[b]	1970 Census Salt Lake County[c]
Professional, technical and kindred workers	9.6%	10.3%	17.4%
Managers and administrators, except farm	4.5	4.9	8.3
Sales workers	25.1	25.0	8.7
Clerical and kindred workers	15.1	15.9	20.1
Craftsmen, foremen, and kindred workers	12.1	11.0	14.5
Operatives and laborers (except farm)	5.9	5.1	17.5
Service workers including domestics	27.2	27.1	12.8
Agricultural workers	0.5	0.7	0.7
TOTALS	100.0%	100.0%	100.0%

[a] Exclusive of the 193 job titles whose occupation could not be identified.

[b] Exclusive of 55 job titles whose occupation could not be identified.

[c] Exclusive of 2,718 self employed managers and administrators.

Industry of Job

As in San Francisco, a sizable portion (approximately a quarter) of the job titles could not be identified by industry (Table 5-12). In the table, the industry distribution of the want ads is compared with the labor market distribution in Salt Lake County. As in San Francisco, there are differences, and again, services and F.I.R.E. are much overrepresented in the ads.

TABLE 5-12

Number of Job Titles by Industry and by Location
Salt Lake *Tribune*

Industry	Location		Total	Percent Distribution within City	Percent Distribution of Total
	Salt Lake City	SMSA, but Outside City			
Mining	3	4	7	0.1%	0.1%
Contract construction	33	23	56	0.8	1.0
Manufacturing	344	111	455	8.1	8.0
Transportation, Communications and utilities	74	14	88	1.5	1.6
Wholesale trade	93	45	138	2.2	2.4
Retail trade	989	375	1,364	23.2	24.0
Finance, insurance, and real estate	348	74	422	8.2	7.4
Services	1,079	342	1,421	25.4	25.1
Government	189	4	193	4.5	3.4
Other	16	5	21	0.4	0.4
Unable to identify	1,090	420	1,510	25.6	26.6
TOTALS	4,258	1,417	5,675	100.0%	100.0%
Job titles not counted by computer	6	6	12		
Located outside SMSA			648		
TOTAL	4,264	1,423	6,335		

Chapter 6

THE VOLUME STUDY

The purpose of the volume study was to determine whether such gross measures of want ads as total number of inches and total number of ads can provide an accurate indication of the changes that take place in the labor market. Simply put, the question is: How well do want ads reflect the labor market?

As an approach to answering this question and to determining the feasibility of using want ads as an economic indicator, ORC began by making a count of gross inches of ads and numbers of ads broken down into three categories: employer ads, bordered ads, and agency ads. This information was then compared in several different forms to the unemployment rates in the newspaper area, and a series of correlations were drawn between the data to determine whether any of the different forms used for the want-ad data were feasible indicators of the movements of the labor market.

There are two factors which call into serious question the validity of the Salt Lake data. First, during the time span covered by the survey, the Salt Lake *Tribune* altered its policies in such a way as to allow agencies to enter ads for single occupations. Within the limitations of the methods available to a study of this one's scope, it was not always possible to distinguish single job agency ads from employer ads, and one of the major categorizing delineations broke down. Also, particularly in the early years of the survey, the Salt Lake

Tribune does not always "border" bordered ads, with the result that the other major categorizing delineation was also blurred. The Salt Lake data are includ in the study, but these two complicating factors should be considered in weighing the significance of the findings.

COMPOSITION OF WANT ADS BY ADVERTISER

For this analysis only, the want-ad space devoted to help-wanted advertising has been counted: the nonwant ad space contained in the help-wanted section of the paper has been excluded. This excluded space comprises a small and constant percentage of total help-wanted section in the San Francisco paper (12 percent), but a larger (21 percent) and widely fluctuating portion of the Salt Lake City column inches. Included as nonwant-ad space is both column and section headings and advertising for schools.

Methodology

Two measures of advertising were employed for this analysis: number of ads and column inches of advertising. The column inch measurement was identified for three types of advertisers: (1) employers, (2) bordered ads, and (3) private agencies. In the count of number of ads, employers and bordered ads were combined, since the latter comprised such a small number of all ads (less than 400 out of 20,000 for five years in both cities). Also, these two measures have been combined to arrive at the ratio of column inches to ads or the average number of inches per ad.

San Francisco and Salt Lake City have been treated separately, since the pattern of advertising is different for each city.

The procedure for counting inches of ads was to take the edition representing the second Sunday of each month of the study period and making a physical count of the column inches. This count was done from copies of the paper that were reduced from the true paper size. The reduction was corrected by taking the ratio of the true paper size to the copy size (1.3) and inflating our measures by that ratio.

Number of ads was derived from the quarterly count of ads coded in the overview study, supplemented by a hand count of agency ads. In order to compare these quarterly figures to the monthly figures of the column inch count, the ad count was multiplied by a factor of 3 (the number of months per quarter).

Findings

In San Francisco, 58 editions were measured for column inches of advertising (January through February 1968 was during the newspaper strike). Of the almost 84,000 inches counted, each type of advertiser accounted for a large proportion of advertising space: employers (37 percent), bordered (28 percent), and agencies (35 percent). However, annually, this composition varies by as much as 10 percent for each type of advertiser. Although each type of advertiser increased or decreased their ad space at the same times during the swings in economic conditions (the 1970-71 downturn and the subsequent upswing in 1972), each did so to a different degree. These differences can be seen clearly in Tables 6-1 and 6-2, which show the percentage composition by advertiser for each of the five years.

Compared to bordered and agency ads, employer advertising has gradually increased its portion of the want ad space during the five-year period. In fact, after a drop in 1970 and 1971, employer ads in 1972 nearly regained the volume of advertising they had during the 1969 peak year, while the other two advertisers ended up well below their peak levels.

The bordered ads, which are national recruiting ads, dropped sharply in ad volume and decreased from 31 percent to 22 percent of the ad space between 1969 and 1970. The heavy use of such ads by aerospace and related industries, which were hit hard by the economic downturn and contributed much to the rise in national unemployment, was sharply curtailed during this period. Agencies, although reducing their ad space in 1970, did so to a lesser degree than either of the other advertisers. Consequently, their advertising rose from 35 percent to 41 percent of the total between 1969 and 1970. In summary, it appears that bordered ad column inches is the most volatile during economic swings. However, the ads are more reflective of national employment conditions than of the local labor market.

TABLE 6-1

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Volume Study, Inches and Number of Ads, San Francisco
(Number, percentage distribution and ratio and inches to ads)

	1968	1969	1970	1971	1972	5-Year Total
Number						
Inches - TOTAL	14,984	22,202	16,340	13,495	16,964	83,985
Employers	5,178	7,441	6,064	5,665	7,027	31,375
Bordered ads	5,245	6,893	3,557	3,092	4,797	23,584
(Employers and bordered)	(10,423)	(14,334)	(9,621)	(8,757)	(11,824)	(54,959)
Private agencies	4,561	7,868	6,719	4,738	5,140	29,026
Number of ads - TOTAL	3,509	4,203	3,510	3,223	3,737	18,182
Employers and bordered	2,824	3,199	2,469	2,401	3,028	13,921
Private agencies	685	1,004	1,041	822	709	4,261

TABLE 6-1 (cont.)

	1968	1969	1970	1971	1972	5-Year Total
Percentage						
Inches - TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Employers	34.6	33.5	37.1	42.0	41.4	37.4
Bordered	35.0	31.0	21.8	22.9	28.3	28.1
(Employers and bordered)	(69.6)	(64.6)	(58.9)	(64.9)	(69.7)	(65.4)
Private agencies	30.4	35.4	41.1	35.1	30.3	34.6
Number of Ads - TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Employers and bordered	80.5	76.1	70.3	74.5	81.0	76.6
Private agencies	19.5	23.9	29.7	25.5	19.0	23.4
Ratio of inches to ads						
Employer and bordered	1.5	1.5	1.3	1.2	1.3	1.3
Private agencies	2.7	2.6	2.2	1.9	2.4	2.3

TABLE 6-2

Volume Study, Inches and Number of Ads, Salt Lake City
(Number, percentage distribution and ratio and inches to ads)

	1968	1969	1970	1971	1972	5-Year Total
Number						
Inches - TOTAL	4,187	4,440	3,370	3,605	5,438	21,040
Employers	3,861	3,960	2,880	2,439	3,456	16,596
Bordered	44	123	6	489	1,268	1,930
(Employers and bordered)	(3,905)	(4,083)	(2,886)	(2,928)	(4,724)	(18,526)
Private agencies	282	357	484	677	714	2,514
Number of ads - TOTAL	1,287	1,396	1,193	1,346	2,289	7,511
Employer and bordered	1,210	1,308	1,084	1,143	1,740	6,485
Private agencies	77	88	109	203	549	1,026
Percentage						
Inches - TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Employers	92.2	89.2	85.5	67.7	63.6	78.9
Bordered	1.1	2.8	0.2	13.6	23.3	9.2
(Employers and bordered)	(93.3)	(92.0)	(85.6)	(81.2)	(86.9)	(88.1)
Private agencies	6.7	8.0	14.4	18.8	13.1	11.9

TABLE 6-2 (cont.)

	1968	1969	1970	1971	1972	5-Year Total
Number of Ads - TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Employers and bordered	94.0	93.7	90.9	84.9	76.0	86.3
Private agencies	6.0	6.3	9.1	15.1	24.0	13.7
Ratio of inches to ads						
Employers and bordered	1.1	1.0	0.9	0.9	0.9	1.0
Private agencies	1.2	1.4	1.5	1.1	0.4	0.8

In the San Francisco paper, the proportion of the number of employer ads (including the few bordered ads) varies from a high of 80 percent in 1968 and 1972 to a low of 70 percent during the 1970 downturn. This fluctuation indicates some sensitivity to employment conditions, but the number of agency ads seems to show none of this sensitivity over the five-year period. While other advertisers reduced the number of ads placed between 1969 and 1970, agencies had slightly more ads. For some reason, the number of agencies dropped in 1971 and 1972 at the same time that employers were increasing their ads. One possible explanation is that the 1970 level was obtained by competition among agencies during unfavorable labor market conditions and that the fewer ads in 1971-72 were a reflection of the relaxing of this competition. There is no data, however, within the scope of this study to make such an explanation more than conjecture.

The ratio of inches to ads (or average number of inches per ad) is much higher for agencies (2.3)than for employers (1.3). Although there is some variation, the employers have had about the same average size ad for the five years (the 1968-69 peak probably reflects the influence of the large recruiting ads). Agencies, on the other hand, show a wide difference between their 1968-69 high average size ad and the 1971 low. The record for 1972 indicates that the fewer number of agency ads are of rather large size.

Salt Lake City advertising volume shows a large percentage of employer ads (almost 80 percent). However, changes in newspaper layout and advertising policy make comparisons over time impossible. As explained earlier, a "bordered ad," one enclosed in its own border lines rather than the paper's column markings, was not always arrayed in the earlier study years. Therefore, the increase of ad space in 1971 and 1972 is misleading. Secondly, in September 1969, agencies were allowed to run single job ads throughout the help-wanted section rather than being confined to the "Agency" section. This may have had some effect on their ad space; exactly what that effect is, is unknown.

If employer and bordered ads are combined, they show a fairly constant percentage of the SLC ad space (about 88 percent). However, this was reduced by a sharp rise in agency advertising in 1971 (to 19 percent of the total.) It is interesting to note that the 40 percent increase in agency advertising between 1970 and 1971 coincides with the September 1971 change in newspaper policy regarding agency ads.

The effect of this policy change is demonstrated by the distribution of number of ads between agencies and other advertisers. Through 1970, employer and bordered ads accounted for over 90 percent of all ads placed. After that, they dropped to 76 percent in 1972.

The ratio of ads to inches show employer and bordered ads being about the same average size (1.0 inch per ad) for the five years. Agency ad size reflects the change in policy with the drop from 1.5 inches in 1970 to less than 0.5 inch per ad in 1972.

CORRELATION ANALYSIS: A COMPARISON OF WANT-AD MEASURES TO UNEMPLOYMENT RATES

The discussion of want ad composition by advertiser suggested that variations in the level and components of the want ads in some ways reflected labor market conditions. While the preceding narrative provides an independent picture of the changes in volume of want ads, the manner in which the fluctuations occur in relation to the demand and supply of labor is of special interest: How well do the want ads reflect the labor market?

Methodology

A casual reading of Chart 6-1 suggests: (1) that the level of unemployment and the number of help-wanted ads are inversely related, (2) that the timing of the turning points of the two series are not the same for peaks and troughs, and (3) that seasonal factors affecting each series are not identical (for example in December, both series are seasonally low rather than showing their usual inverse relationships.) Using this chart and the results of the composition study as a starting point, ORC analyzed the correlation between labor market conditions and the want ads.

The best labor market measure with which to relate want-ad activity would be job vacancies. Vacancies show the gap between the demand for labor and those workers willing to accept the jobs being offered and one major channel through which recruiting employers communicate their demand for labor is the want ads. However, since job vacancy rates are produced only for the manufacturing industry, they are incomplete and, therefore, not a suitable index of all industrial sectors of the labor market. This is especially true in the San Francisco SMSA, where only 15 percent of employment is in manufacturing.

Chart 6-1

me S of U ployr Rates Num f Ad eekl

March, 1968 through December 1972, San Francisco

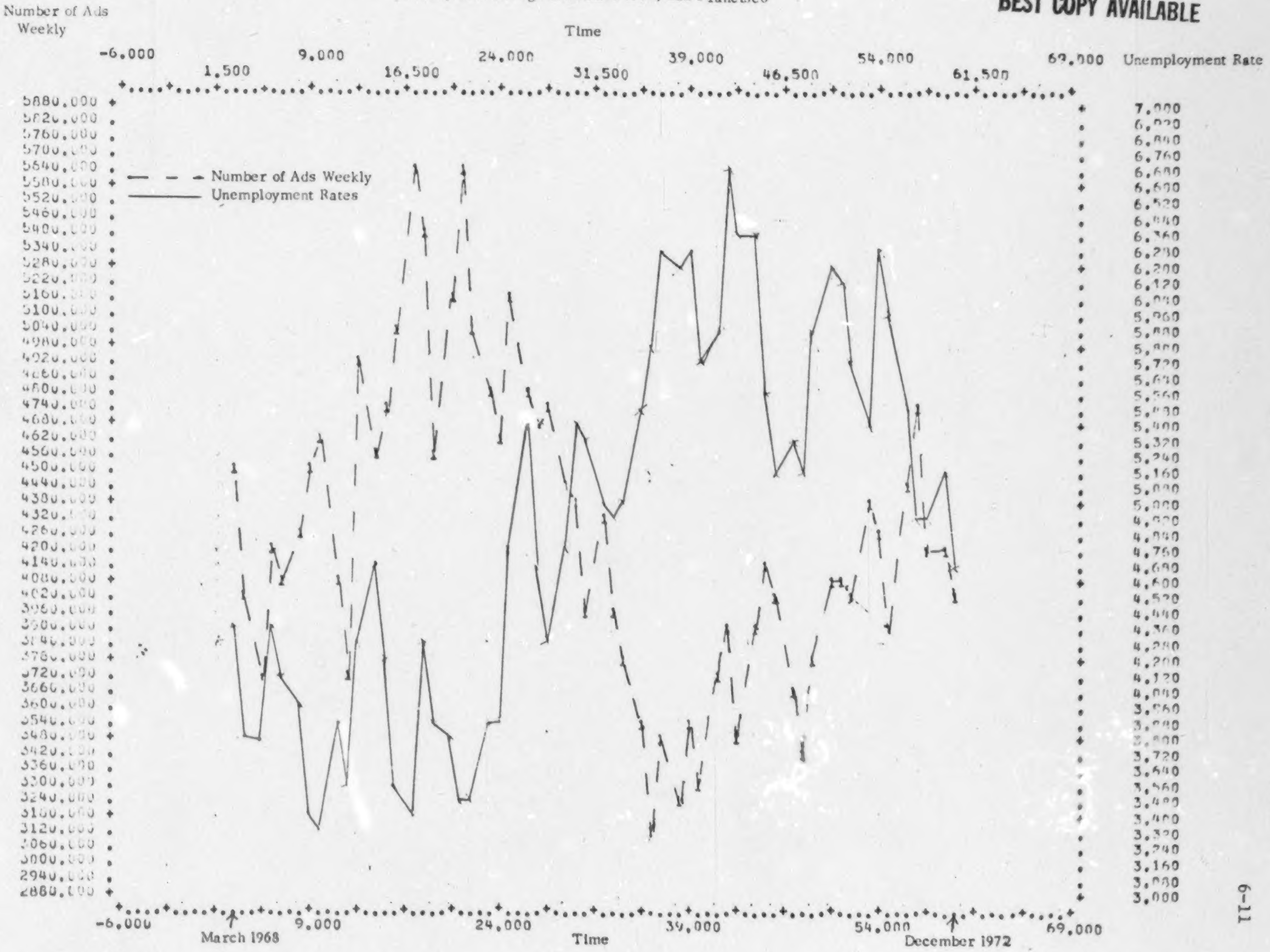

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Chart 6

tter ram emp nt R y In - Ag s

(Monthly Correlation Coefficient = -.5681)

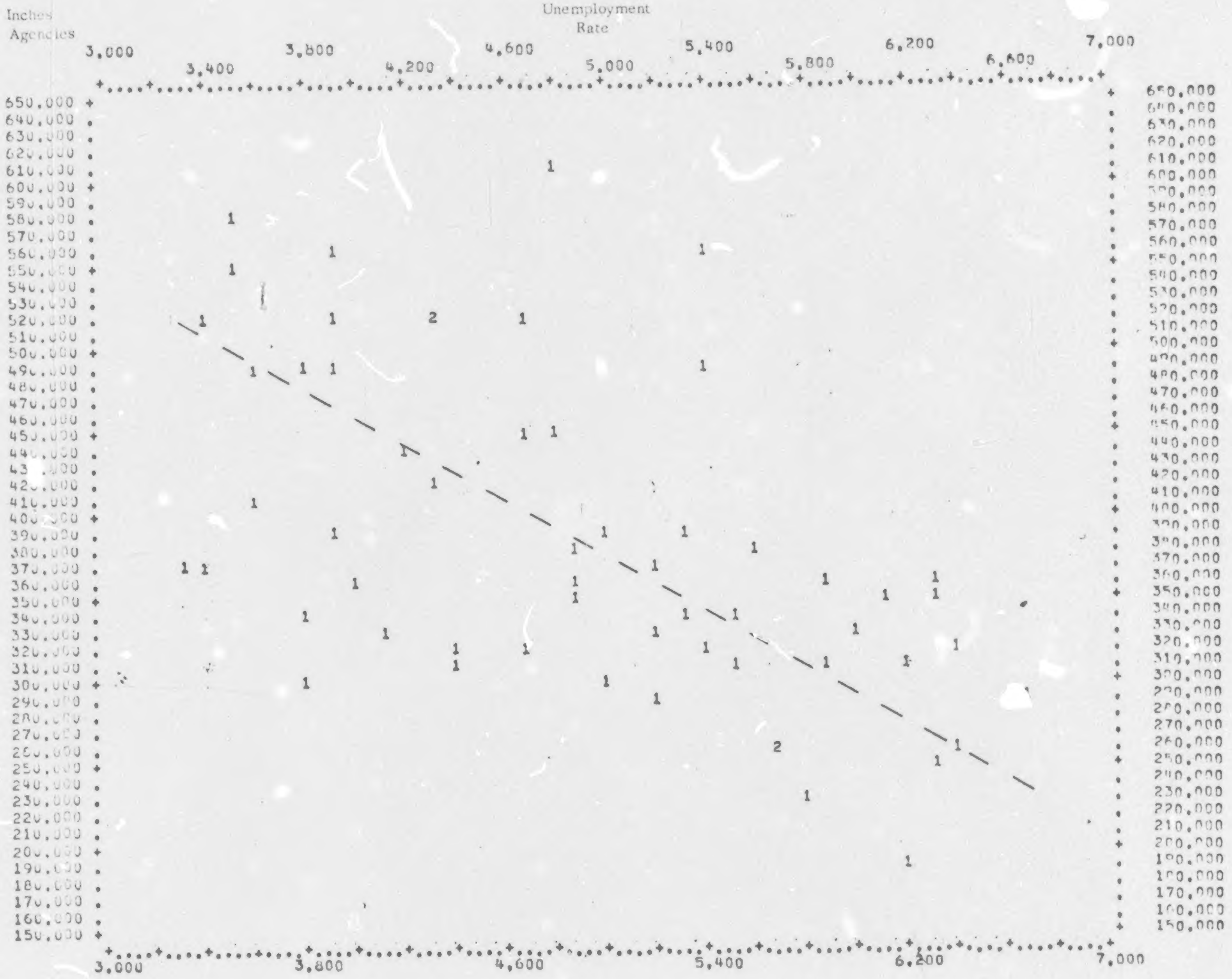

Chart 6-III

Scatter Diagram of Unemployment Rates by Inches Bordered

(Monthly Correlation Coefficient = -.5858)

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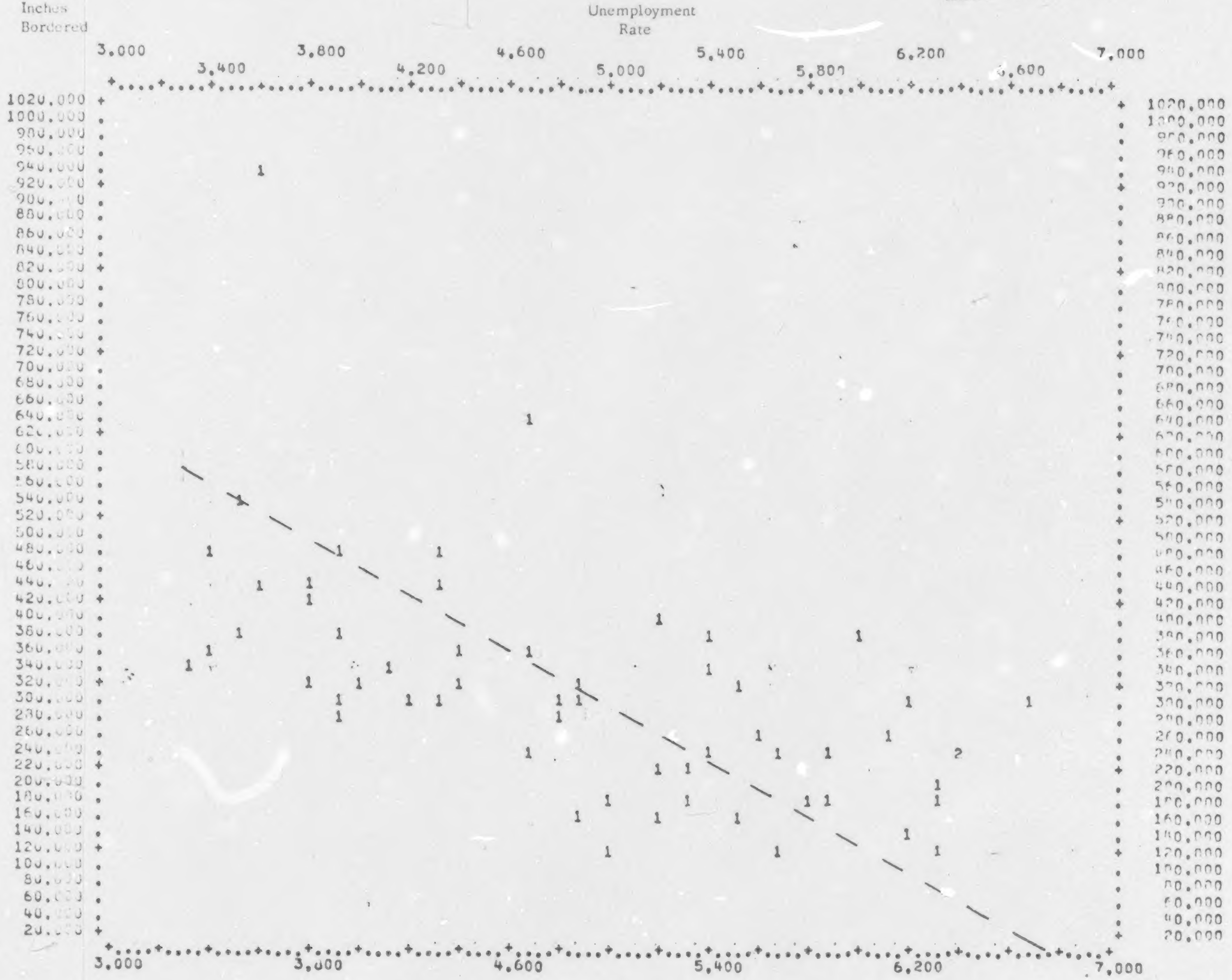

Chart 6-IV

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Volume Study - Correlation Matrixes, San Francisco

CORRELATION MATRIX

Monthly Data

	COL. 1	COL. 2	COL. 3	COL. 4	COL. 5	COL. 6	COL.	COL.
1	1.0000	.7589	.8173	.4590	-.3784	-.6254:	Number of Ads/Weekly	
2	.7589	1.0000	.5481	.4523	-.0675	-.3446:	Inches - All Ads	
3	.8173	.5481	1.0000	.4183	-.4000	-.5681:	Inches - Agencies	
4	.4590	.4523	.4183	1.0000	-.4202	-.5858:	Inches - Bordered	
5	-.3784	-.0675	-.4000	-.4202	1.0000	.7428:	Time	
6	-.6254	-.3446	-.5681	-.5858	.7428	1.0000:	Unemployment Rate[a]	

CORRELATION MATRIX

Quarterly Data

ROW	COL. 1	COL. 2	COL. 3	COL. 4	COL. 5	COL. 6	COL. 7	COL. 8	
1	1.0000	.7624	.8073	.1676	.8888	.4064	-.3495	-.5483	: Number Ads/Weekly
2	.7624	1.0000	.5104	.1723	.8454	.2389	-.1217	-.2415	: Inches - All Ads
3	.8073	.5104	1.0000	.3000	.5974	.7141	-.3081	-.5582	: Inches - Agencies
4	.1676	.1723	.3000	1.0000	.2871	-.0770	-.4300	-.5554	: Inches - Bordered
5	.8888	.8454	.5974	.2871	1.0000	.1358	-.1624	-.4456	: Number Ads/ Employers
6	.4064	.2389	.7141	-.0770	.1358	1.0000	-.1457	-.1352	: Number Ads/Agencies
7	-.3495	-.1217	-.3081	-.4300	-.1624	-.1457	1.0000	.6754	: Time
8	-.5483	-.2415	-.5582	-.5554	-.4456	-.1352	.6754	1.0000	: Unemployment Rate[a]

[a] Unemployment rates are for the San Francisco - Oakland SMSA and are unadjusted seasonally.

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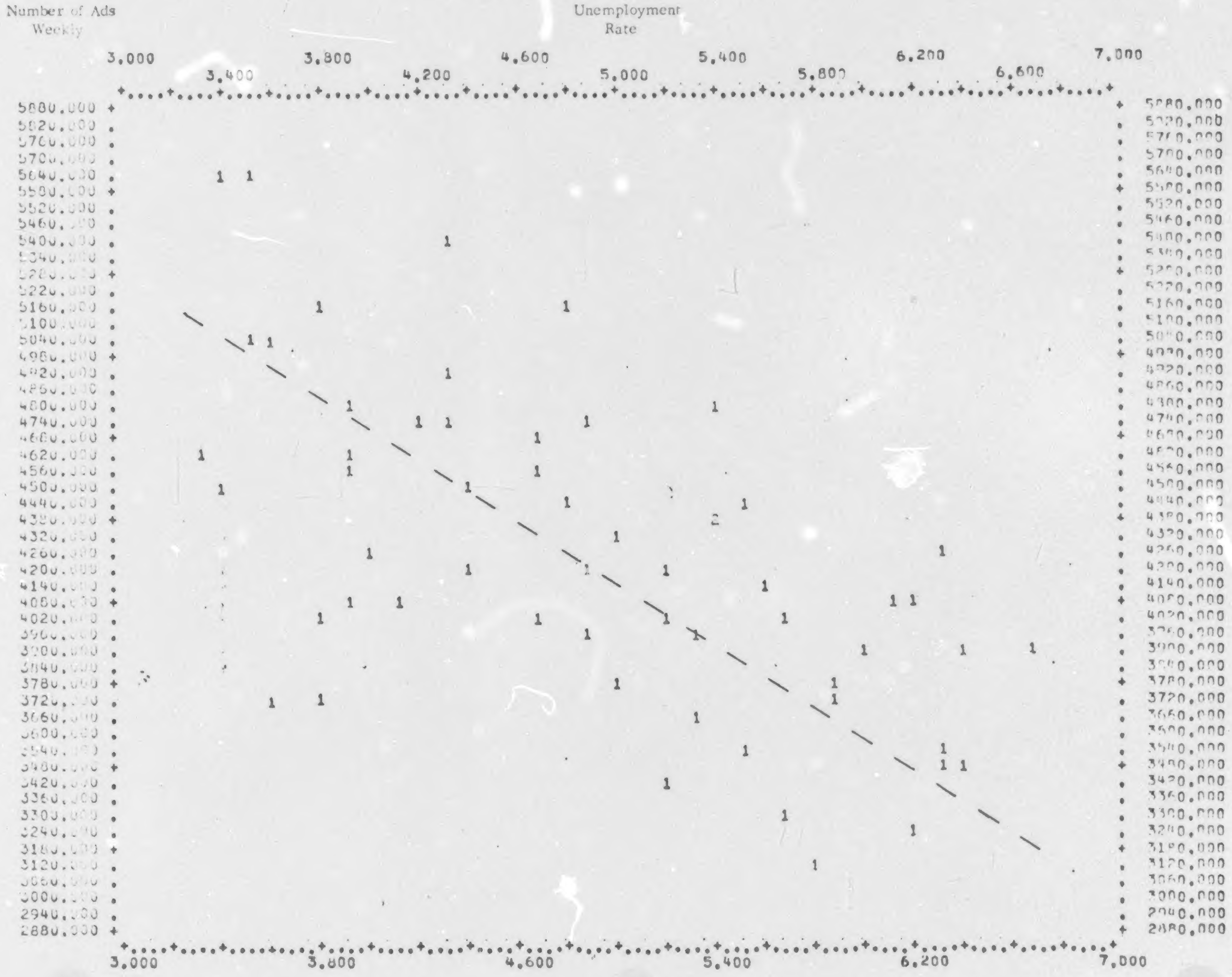
Chart 6-V
ter l am o mpl it Ra / Nu of A Weel
(Monthly Correlation Coefficient = -.6254)



As a proxy measure for job vacancies, the unemployment rate, a long-standing and well-perfected labor market measure was used. It is known that during times of high unemployment, vacancy rates are low and vice versa. The implication for want-ad advertising is that during periods of high unemployment (low job vacancies), there would be less need for employers to recruit.

In this analysis, it is assumed that economic conditions affect both the rate of unemployment and the volume of want ads. Based on a graph of these variables, it is also assumed that the computation of a simple correlation coefficient for unemployment and various want ad volume measures will show a negative correlation because of the inverse relationship of unemployment rates and want-ad volume. Finding out *which* measure of want-ad volume tends to move most closely with the unemployment rate is the purpose of this inquiry.

Since the relationship between the turning points of the different measures is not always the same, no attempt is being made to set up a prediction model for the labor market. Also, the best want-ad measure -- the number of jobs advertised -- cannot be accurately determined. It is realized since different seasonal factors are affecting different variables, that extremely high degrees of correlation are not expected. However, for comparing various want-ad measures, it is assumed that each measure is similarly affected by want-ad seasonal patterns. Comparisons between the degree of correlation exhibited by want-ad variables is, within this framework, valid.

The variables

(1) Unemployment rates -- Unemployment rates (*not* seasonally adjusted) for the San Francisco-Oakland SMSA were used as the indicator of local labor market conditions.

(2) Number of ads weekly -- For the week including the second Sunday of the month, the number of ads were obtained from the San Francisco *Chronicle-Examiner*. These were for every month of the study period (excluding the newspaper strike months of January and February 1968).

(3) Inches -- all ads: The alternate measure of want-ad activity was the total column inches of advertising. This was obtained by measuring the ad space, monthly, for the second Sunday of each month.

(4) Number of ads -- employers: These were obtained quarterly from the overview analysis and included bordered ads.

(5) Number of ads -- agencies: Same as above (quarterly).

(6) Inches -- bordered: Obtained by a monthly measure of ads.

(7) Inches -- agencies: Same as above.

The findings are shown in Table 6-3.

Findings

TABLE 6-3

CORRELATION OF WANT-AD VARIABLES WITH UNEMPLOYMENT RATES[a]
(Ranked by Monthly Correlation Coefficients)

Want-ad Variable	Correlation Coefficients Monthly	 Quarterly
Number of ads -- weekly	-0.6254	-0.5483
Inches -- bordered	-0.5858	-0.5554
Inches -- agencies	-0.5681	-0.5582
Inches -- all ads	-0.3446	-0.2415
Number of ads -- employers		-0.4456
Number of ads -- agencies		-0.1352

[a] For complete correlation matrix, see Chart 6-III.

The highest correlation on the monthly basis is the "number of ads -- weekly." (Unless noted otherwise, high correlation is negative, indicating the inverse relationship. Perfect negative correlation would be -1.0000 and no correlation is 0.0000.) Close behind this variable are "inches -- bordered" and "inches -- agencies." (See Charts 6-II, 6-IV, and 6-V for scatter diagrams of the above variables.) For the quarterly analysis, these three variables are ranked in the reverse order; however, the differences between them are small.

The "number of ads -- weekly" is similar to the data used by the Conference Board[a] in computing its want-ad index. They have shown that it bears a close relationship to the unemployment rate.

"Inches bordered" consists primarily of national advertisers and might not be expected to show such a high correlation. It is tied to the national economic picture, rather than being restricted to conditions in the local SMSA. However, the similarity between changes in the nation's and the SMSA's unemployment rates probably accounts for this high-ranking correlation coefficient.

The -0.5681 coefficient for "inches -- agencies" was unexpected. If these agencies continue to advertise themselves (rather than jobs) during a fluctuating labor market, then low correlation should result. The results of this analysis indicate that agencies do change their advertising policy to make adjustments for market conditions. Some of the reasons for this may be: (1) that there are fewer jobs available for placement, (2) that the number of applicants is high due to increased unemployment, and (3) as a result of decreased placement activities, their advertising outlays may be reduced. (See the discussion on the quarterly data for the behavior of "number of ads -- agencies.")

"Inches -- all ads" has the lowest degree of correlation. The remaining component (after bordered and agencies) of ad inches is employer ads, mostly local employers advertising directly. Apparently, the relatively smaller fluctuations of this component account for this lower correlation coefficient.

On a quarterly basis, all the coefficients are somewhat lower. One explanation for this is that there are some different seasonal influences operating on unemployment rates than there are for the want ad advertising variable. For example, December typically is a month when both unemployment rates and want ad volume are low. Since the influence of this month is greater in the quarterly data (1 out of 4) than the monthly (1 out of 12), it may account for the reduced level of correlation.

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[a] The Conference Board bases its index on the monthly number of ads per day, adjusted for seasonal variations. The use of deseasonalized data produces a clearer picture of the cyclical trends in the business cycle. ORC's correlation analysis reflects all variations in labor market conditions, including seasonal, cyclical and irregular movements and, therefore, unadjusted data is used.

Of the two variables added on for the quarterly correlation, neither one has a high-ranking coefficient. "Number of ads -- employers" indicates the relatively stable behavior of this component discussed earlier in regards to inches of advertising.

While both the number and inches of employer ads appear to move in the same direction, these two measures of agency ads do not. Inches of agency ads has the highest quarterly coefficient while the number of these ads indicates almost no correlation with unemployment rates. From this, it seems that agencies are responding to economic conditions, but not in the same way that employers and bordered ads do. The latter two groups tend to reduce both the number and size of their advertising, while agencies reduce only the ad size. No matter what the rate of unemployment, agencies must still remain competitive to stay in business. They maintain this competitive situation by continuing to advertise themselves in smaller size ads.

The behavior of agencies can also be shown by looking at the correlation coefficients between different want ad variables. While "number of ads -- weekly" and "number of ads -- agencies" have a low correlation (+0.4064), the total number of ads and inches of agency ads are highly correlation (+0.8073).

In summary, the volume study shows that there is a high correlation between the overall number of ads (measured on a monthly basis) and the rate of unemployment. Also, in all groups but employer ads, there is a fairly high correlation between number of ad inches and the unemployment rates. These findings indicate that a volume study is one form of examining want ads which might prove to be a useful tool to labor market analysts.

Chapter 7

THE USER STUDY

The study of employer users of the want ads is divided into three sections. The feasibility section details what ORC did in order to develop the survey, and the problems it encountered. The second section describes the methodology. The third section deals with the results.

FEASIBILITY

Without any question, the user study presented ORC with the most serious problems of the entire want-ad project. It was the most time consuming, the costliest, and the most elusive phase of the effort, and the results are the least definitive. ORC considers that the problems encountered are an important contribution to the question of feasibility and will, therefore, discuss the process in some detail.

Original Design

The design called for the following: A sample of 500 user employers in San Francisco and 300 in Salt Lake City to be surveyed through a mailed questionnaire. The plan would limit the sample to employers who advertise jobs within the two SMSAs in order to relate the results to local labor market information. Advertisers of domestic jobs were to be excluded because of the volatile nature of such jobs and because employers are seldom identified. Employment agencies and national advertising firms with headquarters outside the area were to be excluded. To avoid inundating an employer, only one ad would be used where employers had multiple listings.

The sample would then be identified by SIC number and size of firm through the employment service records so that the characteristics of each employer would be known before the survey questionnaire was mailed.

Since the planning for the user study preceded the completion of the content and volume study, it was not yet known that the design described above eliminated approximately two-thirds of the want-ad pages.

A preliminary scan hinted at the gravity of the problem involved in identifying employers for a mail survey. For one, ads in which employers could be considered identifiable for coding purposes were not necessarily adequate for mailing purposes. Many ads provided the full name of the employer, the telephone number and city which would have caused the coding to be "identified" in the content study, but would not have provided a mailing address. Beyond this single difficulty, the sheer physical problem of developing a mailing list from the mass of tiny items in a want ad appeared formidable. In an attempt to overcome these problems and because it was the hope that box number ads could be included in the survey, ORC suggested to the San Francisco Chronicle-Examiner classified ad officials that the survey be a cooperative endeavor and that the users be identified through the paper's accounting records where the names and addresses of all advertisers were available. The proposal was rejected.

There appeared to be no alternative except to draw the sample from the printed ads themselves. The project called for the user sample to be selected from ads appearing one month prior to the time of the survey. The December 10 issue of the San Francisco Chronicle-Examiner was selected as the first paper to be used. The plan called for the survey to be conducted in January. Knowing that the Salt Lake mailing would be at a later date, January 7 was selected as the first paper to be used there.

The December 10 edition of the San Francisco Chronicle-Examiner was duplicated and the process of identifying and cutting out those ads for jobs in the SMSA, in which the employing unit name and address was available, was begun. Each ad was then glued on a 3 x 5 file card. When the task was completed, only slightly more than 100 cards were assembled and alphabetized. This was blatantly inadequate. The process was repeated for the December 17 edition, but because so many employers were the same, the total sample was not even doubled. It was clear that the process would have to continue. Since the advertising manager of the Chronicle-Examiner had stated that ad volume characteristically drops markedly during the holiday season, cutting out ads for the next two editions would produce only a small number of new employers. Thus, the January 7 issue was the next edition from which ads were cut. Though the number of duplicated employers was increasing in volume, the total number of new employers for the survey was still short of the desired 500. After the January 14 paper had been completed, only about 350 different employers had been identified for the user sample.

Arrangements were made to take the completed cards to the Department of Human Resources Development offices in Sacramento where ORC staff was assisted in obtaining the SIC codes which were added to the cards. These were then taken to the regional HRD offices in San Francisco where ORC staff could obtain the sizes of the firms which were added to the cards. When all of these steps had been completed, each of which reduced the size of the sample, the coders added the occupational codes to the cards.

The San Francisco file box now contained the following:

(1) 288 usable employers for which all information was available on the card. These were assigned survey numbers.

(2) 72 employers lacking either SIC code, size of firm, or both.

(3) 239 duplicate employer cards (cards of employers who had already been identified in a previous ad).

The last item was startling. From four newspapers out of a six-week period, 109 of the 288 identified employers advertised in two or more ads each.

Though the mailing was undertaken for the 288 users, it was determined that the sample was inadequate and effort had to be expended to enlarge it. Even assuming a response rate of 60 percent, the entire user survey would amount to only 172 advertisers. To enlarge it, the clerical staff was instructed to return to the January 14 paper and cut out all ads providing the name of the employer and the telephone number only and telephone number only ads. These were placed on file cards. ORC set out to obtain all the required information in the following ways:

(1) Ads listing the phone number only were telephoned by ORC staff to obtain addresses and name of the company. In the process, respondents were asked if they would consider responding to the questionnaire on the telephone. A total of 69 responses were obtained in this fashion. To those who provided addresses and were unwilling to respond on the telephone, questionnaires were mailed after the additional information was gathered.

(2) Ads listing the names of the companies and telephone numbers were checked against the telephone directory, "Contacts Influential" and, as a last resort, telephoned to obtain their addresses. "Contacts Influential" also provided the SIC codes and sizes of firms.

(3) When an address only was listed, or a telephone number which could not be reached, the reverse telephone directory and street address listing contained in Contacts Influential was used to complete the information.

(4) Cards that were completed through these methods were taken to Department of Human Resources Development for SIC code and size of firm, if the information was unavailable from Contacts Influential. Those employers who, despite all efforts, could not be identified by SIC or size of firm, were mailed questionnaires that contained two additional questions: What is the size of the firm? What is the major activity of the firm?

The search for a sample of user employers had finally ended. The file box of identified employers in San Francisco contained the following:

(1) 288 -- obtained from ads in four newspapers, identified and coded
(2) 288 -- identified and coded as a result of additional research
(3) 576 -- the sample universe
(4) 239 -- duplicate employer cards

In addition, an effort was made to obtain responses from box number, or "blind ads." The advertising people at the Chronicle-Examiner had indicated that they would be willing to forward the questionnaires to box holders. A total of 126 box number ads were clipped from the January 14 issue, and questionnaires were mailed to each. However, the Chronicle-Examiner returned all 126 questionnaires undelivered. The reason given by the paper for this action was that because the questionnaires had been received after the thirty-day holding period for box numbers, it would be necessary to search for the employers' addresses -- which were no longer easily accessible -- and send them to the employers. The paper claimed that it could not afford the staff time to do this. ORC offered to provide staff for the task or to compensate the paper's staff. Both offers were refused. Thus, the effort to construct a sample of employers for a user survey in San Francisco required far more resources than anticipated -- in terms of both time and funds.

The Salt Lake City sample was developed with less difficulty for a number of reasons. As the content study indicates, the Salt Lake Tribune is dominated by employer advertising, as compared to the San Francisco paper which is dominated by private agencies and "bordered" ads. In Salt Lake 50 percent of the employers identify themselves, as compared to 40 percent in San Francisco. Nevertheless, to obtain a sample that approached the required number necessitated clipping four editions: January 7, 14, 21, and 28. The employment service in Salt Lake City was able to provide SIC codes and size of firm information for more of the employer sample. This resulted in a smaller number of questionnaires requiring the additional identifying questions. Also, because of the San Francisco experience, an administrative decision was made to accept the sample without enlarging it by additional research. As a result, 141 clipped ads which could not be fully identified or were discovered to be for jobs out of the area were not used. When the selection of the sample was ready for mailing, it contained the following:

(1) 248 -- duplicate employer cards (106 of the 319 employers in the sample had placed two or more ads)

(2) 319 -- employers, obtained from ads in four newspapers, identified and coded

For both cities, the user employer sample totaled 895.

An interesting question arises: What does the sample represent? In no way could it be regarded as a known percentage of the total number of jobs advertised in one or eight papers since that was unknown and unknowable. The 895 different employers in the sample could not be regarded as a known percentage of the number of different employers that advertise in one or more editions. The number of duplicate employer cards made it clear that a very large number of ads come from a relatively small number of employers.

One measuring device suggests itself as a result of the volume study. The actual number of ads placed by employers only were counted on a quarterly basis for the five-year period in each city. Based on that study, the estimate in Table 7-1 could be made about the user sample.

TABLE 7-1

Estimate of User Sample

	San Francisco	Salt Lake City
Average number of employer ads per newspaper, 20 papers	696	324
Estimated number of employer ads in the four newspapers used in the user study	2,784	1,296
User sample	575	332
Percentage of four newspapers in sample	20.6 %	25.6 %

It can, therefore, be estimated that in San Francisco, the user study represents a 20 percent sampling of private employer ads in four papers; in Salt Lake, the sample is 25 percent. This has relevance to number of ads only. It should not be confused with a sampling of different employers, different jobs or number of job titles.

A further insight into the difficulty of obtaining information about transactions resulting from want ads can be gained from dissecting a single newspaper edition. The biggest number of ads in the sample came from the most recent edition of the four papers - January 14 in San Francisco and January 28 in Salt Lake City. There were two reasons for this: (1) the most recent advertisement was selected for the survey among the duplicate employer ads and (2) in San Francisco, extensive efforts to identify employers were made primarily from the January 14 edition. Table 7-2 is an analysis of the two most recent newspaper editions used in both cities.

TABLE 7-2

Breakdown of Ads Used and Not Used in Survey

	Salt Lake City	San Francisco
Total number of ads in paper	714	1,083
Total used in survey	121	354
Breakdown		
letter mailed from information in ad	121	146
Letter mailed after research	-	176
Response from initial phone call	-	32
Total not used in survey	592	729
Breakdown		
Duplicate company ads	31	38
Newspaper box number	11	126
Private agencies	245	194
Out of SMSA	56	162
Domestic jobs	17	32
Inadequate information for survey	203	177
Non-help wanted	29	-

From a total of 1,797 ads in both papers, only 267 or 14.9% could be surveyed directly from the information in the want-ad itself. Let future researchers take heed.

One unexpected consequence of the user study was the opportunity, it offered, for glimpsing the effect that heavy users of want ads have on the overall findings and for generally enriching the picture of want ads. An analysis of the duplicated employer card file was made which will be dealt with in this section since it was an outgrowth of the user study. The generally held notion that each ad represents a different employer or even a different job is no thoroughl dispelled by this analysis, but it is assaulted. A tentative hypothesis could be made to the effect that a comparatively small number of employers account for a large volume of ads.

Since the incidence of duplicated employer ads is approximately the same in both cities, the following tabulation combines the duplicated employer file of both. It describes only those cards that were not used in the survey -- the duplicates. The single ad which was assigned a number -- the original -- is excluded.

Number of Employers	Number of Ads by Each	Number of Ads
108	1	108
49	2	98
30	3	90
9	4	36
8	5	40
1	6	6
1	7	7
2	8	16
1	9	9
2	10	20
1	13	13
2	16	32
214		475

The ad in the third column had a total of 567 occupations listed.

In examining the table, one discovers the twelve employers, 5.6 percent of the total number of employers, accounted for 155, or 31.8 percent, of the total number of ads.

If one imagines coding the duplicated employers, including the original cards, on a data processing sheet for either the content or overview study, the computer would record 702 ads with 815 job titles. Though this would be accurate, it would fail to tell the whole story about who uses want ads. In actual fact, only 215 employers prompted 702 ads with 815 job titles. An inordinately large number of those ads were exact replicas of other ads. In summary, the duplicated employer study raises serious questions about who and what an ad represents.

A discussion about feasibility cannot be concluded without some reference to cost. The total cost of the user study in both cities has not been estimated, but the clerical costs are approximated below:

Task	Man-Hours
Marking, cutting out and pasting ads	90
Obtaining SIC codes and size of employer	40
Efforts to further identify employers	60
Duplicating ads, pre-coding, mailing letter	80
Coding returns	16
Preparing and mailing follow-up letter	20
Follow-up phone calls	40
Card file organizations and maintenance	40
Sampling of responders	20
TOTAL	406

The addition of computer time, supervisory time and mailing costs would bring the monetary investment in each return to truly staggering proportions.

Methodology

The difficulty encountered in developing an adequate sample of employers influenced the nature of the questionnaire and the scope of survey questions. Every aspect was designed to insure maximum returns and to involve the respondent in a minimum of complexity. Each question was intensely scrutinized to determine whether the results would serve the exact intent of the project and how it would fit into the total scheme. In all cases, if the value of a question was ambiguous, the decision was against its use.

Essentially, the research goals were: (a) to determine how many ads in the survey succeeded or failed in their purposes, (b) to determine how many and what kind of employers were or were not successful in relation to a specific ad, (c) to determine the relationship or success or failure to the occupational spectrum, (d) to determine the conditions under which ads are placed and the relationship of those conditions to success or failure, and (e) to determine what the general recruitment practices are of employers who do use want ads and to what degree they are used in relationship to other recruiting methods.

Research Instruments and Procedures

The tools used in the user survey and the way in which they were used are described here. Each is replicated in Appendix B.

(1) Covering letter: The letter briefly described the purposes of the survey. Handwritten onto each letter was the date when the ad in question appeared in the paper. The ad was duplicated along the side of the letter. One of the more complex and time-consuming clerical activities was the process of replicating the ad on the cover letter. The ad, which has been pasted on a card which contained a considerable written amount of material, had to be blocked and xeroxed onto the letter -- a complicated process. The letter also provided a telephone number in case of questions and a date for the desired response. Duplicate copies of the covering letters were prepared for follow-up purposes.

(2) Want-ad questionnaire: The questionnaire was designed so that the coding could be done on the document itself. Coding blocks ran across

the top and bottom of the two-page document. The top block contained the identifying information which was precoded before mailing. This included the survey, code, the employer's survey number, the industrial code, size of firm, occupational code, date of the newspaper in which the ad appeared and the city. The bottom block provided columns for coding the responses.

The first page was headed with the boxed statement. The questions below relate to the following job listed in the want ad reproduced on the cover sheet ______________. The name of the occupation was written in. The five questions on the first page related only to the particular ad. The second page began with the blocked statement: The questions below relate to your general recruitment practices. The second page asked three questions. A third page was added to the questionnaire sent to those employers for whom there was either no SIC code or size of firm information. That page was headed with the statement: The questions below relate to your own firm or activity.

To insure a higher rate of employer responses and avoid sending him excessive documents, the effort was made to opt against ads that listed multiple occupations, where the option existed. However, when such an ad needed to be used, a separate questionnaire -- page 1 -- was enclosed for each occupation listed. Hence the number of returns is slightly larger than the number of employers in the survey universe, and totals on various tables appear to disagree.

Every envelope mailed contained the covering letter, the questionnaire, and a return self-addressed stamped envelope. Since the Salt Lake City process followed the San Francisco effort in time, it was decided to bypass the follow-up letter in Salt Lake because the San Francisco results were discouraging. Follow-up in Salt Lake City was done by telephone only.

Statistical Analysis of Effort

Table 7-3 gives the source and outcome of the universe of employers. Tables 7-4 and 7-5 show the kind of effort made to obtain results in San Francisco and Salt Lake City.

TABLE 7-3

Universe of Employers
By Source and Outcome

	Salt Lake City	San Francisco
By source:		
From ad directly	319	288
Identified after research		184
Identified after phone call	___	104
TOTAL	319	576
Outcome:		
Completed questionnaire phone or mail	212	387
No response	84	164
Returned, poor address	13	25
TOTAL	319	576
Rate of Return	66.5	67.1

How Many Hires?

In considering the questions to be asked of the employer, a decision was made to refrain from asking the employer how many people he hired as a result of the ad. A number of considerations determined that decision.

(1) Ideally, a count of want-ad job transactions should be made in reference to total job transactions in a given labor market area during a specific time period. Unfortunately, that labor market information does not exist. The information that is available from the Bureau of

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TABLE 7-4

Type of Effort and Results
San Francisco

Type of Effort	Total	Responses	Return Rate
By Mail:			
Initial mailing (no research)	288	151	52.4%
Initial mailing (additional research effort)	184	95	51.6
Initial mailing (address obtained from phone call)	69	26	37.7
TOTAL initial mail effort	541	272	50.3%
Follow-up mailing	147	46	31.3
Newspaper box number	126	0	0
TOTAL mailing	814	318	39.1%
By Telephone:			
Initial (for identification)	163	35	21.5
Follow-up phone calls	175	34	19.4
TOTAL phone calls	338	69	20.4%
TOTAL effort	1,152	387	33.6%

TABLE 7-5

Type of effort and Results
Salt Lake City

	Total	Responses	Return Rate
By Mail:			
Initial mailing (no research)	319	163	51.1%
By Telephone:			
Follow-up calls	126	49	38.9
TOTAL effort	445	212	47.6%

Labor Statistics is labor turnover rates and "new hires" for manufacturing only. Clearly, an attempt to match want-ad transactions to total transactions, using Bureau data would prove to be inadequate. Not only is the industry coverage not the same, but as ORC staff was already aware, industry information from the ads was sparse, as well.

(2) The other value of want-ad transactions is to compare it to the number of job openings represented by ads appearing in the paper. There is no way to determine the number of job openings in a newspaper. Private agency ads and bordered recruiting ads offer no basis at all for a job count. Employer ads might, but the efforts to identify employers from the ads had already established that only a small fraction of all employers' ads in a given paper were useful for survey purposes. The nature of blind ads could not be determined.

(3) The experience of coding the ads had already given clear indication that many employers run their ads on a continuous or long-range basis. For ads that truly reflect a current opening and a one-shot ad, it is not a major problem to specify the time frame in which the count of openings and transaction is to be made. However, ads which are run on a continuous basis or an extended period clearly are not comparable to the short-term ads. The key question is: "How many hires resulted from *that day's* ad?" Minor fluctuations of one to five days may not be important, but the difference between a one-day ad and a 365-day ad would be substantial as far as the type of recruiting that is being conducted. The long-term ads appear to be geared to generating a constant flow of applicants for turnover jobs. It was conjectured that the employer would find it next to impossible to identify the number of openings and which hires were from want-ad applicants.

Even if the questions were so phrased as to make it easy for the employer and the response rate was normal for this type of survey, the only use that could be made of the data would be to determine the percentage of openings which were filled by want ads. To obtain this information in a manner that would be simple for the employer and definitionally as accurate as possible, ORC opted for the direct question: What percentage of your 1972 hires came through want ads?

However, when the Department of Labor expressed a concern for this question, ORC did make the attempt to comply and to obtain the information. The population of employers who responded to the ORC questionnaire whose ads had resulted in hires were grouped into four groups:

(1) Those San Francisco employers whose ads were couched in the singular; e.g., clerk typist

(2) Those San Francisco employers whose ads were couched in the plural; e.g., salesmen

(3) Those Salt Lake City employers whose ads were couched in the singular

(4) Those Salt Lake City employers whose ads were couched in the plural

A random sample of thirty employers was drawn from each group. The medium for randomization was a "table of random numbers." Replacement numbers were selected for nonresponders.

Employers identified by the random sample selection were telephoned in both cities and asked about the number of people they hired in relation to that ad. The results of the effort are covered in the second section of this chapter. Suffice it to say that many of the conjectures and assumptions that ORC made when it opted against asking the question were thoroughly born out by the telephone contact with the employers. Though the single ads yielded dependable data, it was impossible to determine the number of hires that resulted from plural ads. It is perhaps best that the question wasn't asked, because the figures might have been accepted at face value.

A good deal was learned by calling the employer which raises serious questions about the accuracy and validity of any employment transaction information from employers that is historical. Many employers do not know which source of recruitment resulted in the hire(s). Few keep records. Some advertise in more than one newspaper and have no idea which newspaper brings which people. As suspected, employers who run their ads continuously provided ridiculous figures that obviously represented hires over a far greater span of time. What was even more disturbing was the fact that a few employers contradicted the information they had provided on the questionnaire.

USER SURVEY FINDINGS

A total of eight questions were asked employers identified as users of want ads. The survey results are arranged under each of these questions. In addition, the universes of employers identified and those who responded are summarized and an estimate is made as to how many hires resulted from the successful transactions.

The Survey Universe

Table 7-6 breaks down the survey universe by industry, size of firm and broad occupational group; Table 7-7 breaks down the universe of respondents by the same categories. Of the identified users in both cities, 72 percent were in four industrial categories: services (25 percent), retail trade (21 percent), manufacturing and finance (each 13 percent). However, in Salt Lake City, 32 percent of all users were in retail trade, as compared to 16 percent in San Francisco and only 8 percent were in finance, as compared to 15 percent in San Francisco. Generally speaking, the same statistics apply to respondents, although the return on manufacturing employers was three percent higher in Salt Lake City than in San Francisco, and the return on service employers was three percent higher in San Francisco.

TABLE 7-6

User Survey Universe

Industry, Size of Firms and Occupational Group	Total Employers Surveyed		San Francisco		Salt Lake City	
	Number	Percent	Number	Percent	Number	Percent
All employers	877	100%	575	66%	294	34%
Industry						
Mining	3	-	1	-	2	01
Cont. constr.	11	01	7	01	4	-
Manufacturing	116	13	74	13	42	14
Transportation	82	09	73	13	9	03
Wh. trade	55	06	30	05	25	08
Retail trade	188	21	90	16	98	32
F.I.R.E.	112	13	87	15	25	08
Service	219	25	151	26	68	23
Govt.	32	04	31	05	1	-
Ind. unknown	59	07	31	05	28	09
Size of firm						
1-3	63	07	31	05	32	11
4-7	59	07	29	05	30	10
8-19	131	15	82	14	49	16
20-49	142	16	89	15	53	18
50-99	121	14	82	14	39	13
100-244	92	10	73	13	19	06
245-499	50	06	37	06	13	04
500+	77	09	62	11	15	05
Size of firm unkn.	142	16	90	16	52	17
Occupational group						
Professional	169	19	148	26	21	07
Mgrs/adms	62	07	47	08	15	05
Clerical	177	20	141	25	36	12
Sales	183	21	125	22	58	19
Service	129	15	47	08	82	21
Blue collar/skilled	93	11	49	09	44	15
Blue collar/other	53	06	20	03	33	11
Agriculture	2	-	-	-	2	01
Occ. unknown	9	01%	01	-%	3	01%

TABLE 7-7

Universe of Respondents

Industry, Size of Firm and Occupational Group	Total Number of Respondents		San Francisco		Salt Lake City	
	Number	Percent	Number	Percent	Number	Percent
All employers	629	100%	411	65%	218	35%
Industry						
Mining	1	-	1	-	0	-
Cont. const.	9	01	5	01	4	02
Manufacturing	92	15	54	13	38	17
Transportation	17	03	10	02	7	03
Wh. trade	40	06	23	06	17	08
Retail trade	108	17	45	11	63	29
F.I.R.E.	91	14	74	18	17	08
Service	166	26	117	28	49	22
Govt.	27	04	26	06	1	-
Unknown	78	12	56	14	22	10
Size of firm						
1-3	36	06	17	04	19	09
4-7	50	08	23	06	27	12
8-19	105	17	67	16	38	17
20-49	119	19	76	18	43	20
50-99	95	15	61	15	34	16
100-244	72	11	58	14	14	06
245-499	42	07	30	07	12	06
500+	65	10	51	12	14	06
Unknown	45	07	28	07	17	08
Occupational group						
Professional	121	19	114	28	18	08
Mrg/adm.	43	07	34	08	12	06
Clerical	121	19	104	25	29	13
Sales	108	17	84	20	43	20
Service	75	12	29	07	48	22
Blue collar/skilled	61	10	32	08	33	15
Blue collar/other	25	04	9	02	18	08
Agriculture	0	-	-	-	1	-
Unknown	75	12%	5	01%	16	07%

Of the universe, 55 percent consisted of employers between eight and 244 employees (56 percent in San Francisco and 53 percent in Salt Lake City). Of the responding employers, 62 percent were in the eight to 244 category (63 percent in San Francisco and 59 percent in Salt Lake City). Actually, however, the reason why the percentages of respondents is higher in these categories than percentages applying to the universe as a whole is that the percentage of "unknowns" for the respondents is much lower (7 percent) than the percentage of unknowns for the universe as a whole (12 percent). For both the universe as a whole and for the respondents, the percentage of firms with between one and seven employees is 14 percent. In the 250 and over category, the figure for the universe as a whole is 15 percent; the corresponding figure for respondents is 17 percent.

The biggest difference between cities occurr in the broad occupational categories. In both cities, three occupational groups accounted for 60 percent of the universe as a whole; professional, clerical and sales. However, in San Francisco, these three groups accounted for 73 percent of the ads placed by identifiable employers; in Salt Lake City, they accounted for only 38 percent. Salt Lake City shows only 7 percent professional (as compared to 26 percent in San Francisco) and only 12 percent clerical (25 percent in San Francisco). On the other hand, San Francisco shows only 12 percent blue-collar workers and 8 percent service workers, whereas Salt Lake City shows 25 percent blue-collar workers and 21 percent service workers.

Obviously, these figures reflect the differences in the two labor markets. San Francisco, a headquarters city, has a heavy emphasis on professional, clerical, sales, and to a lesser extent, service workers. Salt Lake City, on the other hand, emphasizes blue-collar and service workers. The lack of advertising for craftsmen in San Francisco may also reflect the tight union control of craftsmen jobs in the Bay Area. Utah, on the other hand, is a "right to work" state.

Question: "Did You Hire Someone through This Ad?"

Approximately 62 percent of the respondents reported that their ads resulted in successful transactions (Table 7-8). In only one occupational area was the success ratio less than 50 percent: managerial/administrative (39 percent). The most successful occupational areas were clerical (73 percent) and service worker (71 percent).

Only one industry reported less than 50 percent success: government (36 percent). The only size of firm category that showed a success ratio as low as 50 percent was the 1-3 employees category (exactly 50 percent). Again, the highest success ratios occurred in the medium-sized firms, with success tapering off at the larger end of the spectrum. This information is summarized in Table 7-9.

Question: "How Many Hires Resulted from This Ad?"

ORC attempted to estimate the number of hires that resulted from a successful transaction in the following manner:

(1) Taking the entire universe of "yes" answers to the question "did you hire someone through this ad, the "single'(ad which appeared to be for only one person) were separated from the "plural" ads (ads which were for more than one person.)

(2) A total of 60 of the single-ad employers (22 percent) were called and asked how many hires resulted from the ad.

(3) A total of 60 of the plural ad employers (34 percent) were called and asked how many hires resulted from the ad.

(4) The average number of hires for singles and plurals were calculated separately.

(5) These averages were multiplied by the total number of singles and plurals appearing in the newspapers. The results of this exercise are summared in Table 7-9.

TABLE 7-8

Employment Transactions
(Did you hired someone through this ad?)

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	San Francisco				Can't			Salt Lake				Can't			SF and SLC Combined			Can't
	Yes	%	No	%	Det	%	Tot	Yes	%	No	%	Det	%	Tot	Tot	Yes	No	Det
Occupational																		
Professonal	64	57.1	47	42.0	1	.00	112	13	72.2	4	22.2	1	5.6	18	130	59.2	39.2	1.5
Manager	13	38.2	21	61.8	0	.00	34	5	41.7	7	58.3	0	--	12	36	39.1	60.8	--
Clerical	75	72.1	29	27.9	0	.00	104	22	75.9	7	24.1	0	--	29	133	72.9	27.1	--
Sales	45	53.6	37	45.0	2	2.4	84	26	61.9	15	35.7	1	2.4	42	126	56.3	41.3	2.4
Service	16	86.7	3	10.3	0	.00	29	29	60.4	17	35.4	2	4.2	48	77	71.4	26.0	2.6
Blue collar, skill	18	56.2	12	37.5	2	6.2	32	21	63.6	10	30.3	2	6.1	33	65	60.0	33.8	6.2
Blue collar, other	6	66.7	3	33.3	0	.00	9	11	61.1	7	38.9	0	--	18	27	63.0	37.0	--
TOTAL	247	61.1%	152	37.6	5	1.2	404	127	63.5	67	33.5	6	.03	200	604	61.9	36.3	1.8
Industry																		
Mining	1	100.00	0	--	0	--	1	1	--	0	--	0	--	0	1	100.00	--	--
Cont. const.	3	60.0	2	40.0	0	.00	5	3	75.0	1	25.0	0	--	4	9	66.7	33.3	--
Manufacturing	33	62.3	18	34.0	2	3.8	53	22	56.4	16	41.0	1	2.6	39	92	59.8	37.0	3.3
Transportation	7	70.0	3	30.0	0	.00	10	5	71.4	2	28.6	0	--	7	17	70.6	29.4	--
Wholesale trade	16	69.6	7	30.4	0	.00	23	14	73.7	5	26.3	0	--	19	42	71.4	28.6	--
Retail trade	31	68.9	14	31.1	0	.00	45	45	63.4	24	33.8	2	2.8	71	116	65.5	32.8	1.7
F.I.R.E.	41	55.4	33	44.6	0	.00	74	10	58.8	6	35.3	1	5.9	17	91	56.0	42.8	1.1
Service	81	69.2	35	29.9	1	.85	117	37	69.8	16	39.2	0	--	53	170	69.4	30.0	.60
Govern.	9	36.0	16	64.0	0	.00	25	0	--	0	--	1	100.0	0	25	36.0	64.0	--
TOTAL	222	62.9	128	36.3	3	3.6	353	136	64.8	70	33.3	5	.02	210	563	63.6	35.1	.01
Size of firm																		
1-3	9	52.9	8	47.1	0	.00	17	9	47.4	10	52.6	0	--	19	36	50.0	50.0	--
4-7	13	56.5	10	43.5	0	.00	23	19	70.4	7	25.9	1	3.7	27	50	64.0	34.0	2.0
8-19	42	62.7	24	35.8	1	1.5	67	31	81.6	7	18.4	0	--	38	105	69.5	29.5	1.0
20-49	52	68.4	22	29.0	2	2.6	76	23	53.5	19	44.2	1	2.3	43	119	63.0	34.4	2.5
50-99	39	65.0	20	33.3	1	1.7	60	19	57.6	13	39.4	1	3.0	33	93	62.4	35.5	2.2
100-249	34	58.6	24	41.4	0	.00	58	10	71.4	4	28.6	0	--	14	72	61.1	38.9	--
250-499	18	60.0	11	36.7	1	3.3	30	7	58.3	5	41.7	0	--	12	42	59.5	38.1	2.4
500+	32	64.0	18	36.0	0	.00	50	9	64.3	2	21.4	2	14.3	14	62	64.7	32.8	3.1
TOTAL	239	62.7	137	36.0	5	5.0	381	127	63.5	68	34.0	5	.02	200	581	63.0	35.2	1.7

TABLE 7-9

Estimated Number of Hires

City	Total Yes Responses Sgl.	Total Yes Responses Pl.	Total Sample Calls Sgl.	Total Sample Calls Pl.	Total Hires Reported Sgl.	Total Hires Reported Pl.	Avg. Hires Reported Sgl.	Avg. Hires Reported Pl.	Est. Hires Sgl.	Est. Hires Pl.	Total Est. Hires
San Fran.	166	75	30	30	33	100	1.1	3.3	182.6	247.5	430.1
Salt Lake	89	49	29	27	34	277	1.2	10.3	106.8	504.7	611.5
Both	255	124	59	57	67	377	--	--	289.4	752.2	1,041.6

The average number of hires per single ad is about the same in San Francisco and Salt Lake City, but in Salt Lake City, the average number of hires per plural ad is more than three times higher than the corresponding figure for San Francisco. The Salt Lake City figure, however, cannot be considered reliable because even though close to half the employers who reported successful transactions from plural ads were called, many of the Salt Lake City plural ads ran continuously -- not for just a week, but for as many as twelve months in some cases. Thus, in one instance an employer reported forty hires from an ad for welders, but this particular ad ran, according to the employer, "steadily." Another ad for plastic assemblers reported 53 hires, but because there was an 80 percent turnover from want-ad applicants, the ad ran continuously. Another ad reported 89 hires, but again this employer (a hospital) reported that the ad ran continuously throughout the years.

The rate of hires per single ad is fairly reliable, since most single ads run for no more than a week -- two weeks at the most. Even in San Francisco, many plural ads run continuously. One, for example, is an ad for yellow cab drivers. This ad appears throughout the year in San Francisco newspapers. The result is that the employers of plural ads do not know how to answer the question, "How many hires resulted from this ad?" Most employers do not keep records and because they hire walk-ins, referrals from private agencies and employee referrals, they have no way of knowing how many hires result from want-ad advertising as opposed to other means of recruitment. Furthermore, when they do provide an estimate of the number of hires that result from want ads, there is no way of knowing whether they are talking about weekly, monthly, or yearly hires.

Nevertheless, the nature of Salt Lake City ads indicates that there probably would be more hires per ad in Salt Lake City than in San Francisco. Salt Lake City is much more weighted toward blue-collar and service workers than San Francisco, and has a 25 percent higher incidence of manufacturing jobs than in

San Francisco. Because of the nature of hiring in these areas, plural ads are much more likely to result in multiple hires.

But, the problem of determining "how many hires" is still very much unresolved. Should the same weight be given to a single ad that runs for a week as that given to a plural ad that runs for a year? Can we rely on the memory of employers who are constantly hiring for seasonal or high turnover jobs, especially since they use many different means of recruitment and keep no records as to which hires resulted from which recruitment means?

The most that can be said is that the number of hires reported in Salt Lake City as compared to San Francisco is another indication that want ads do reflect differences in the two labor markets. The estimated number of hires for both cities is at best a very rough estimate. This will be seen even more clearly in the next section which discusses the estimated number of applicants in relation to the estimated number of hires.

At any rate, applying the ORC formula to both cities, a total of 604 ads (for which the employers could be identified) resulted in about 1,041.6 hires.

Question: "Approximately How Many Applicants Responded to This Advertisement?"

This section deals with the overall applicant rate per ad and some observations regarding the applicant rate in specific occupations.

Table 7-10 reveals that in San Francisco, an average of 26 applicants responded to a total of 378 "user" ads (33 of the user employers did not indicate how many applicants responded to the ads). This means that approximately 9,828 individuals applied for the jobs advertised in the 378 ads. Projecting this figure to the total universe of 433, the corresponding figure would be 10,686 applicants. As was discussed in the previous section, approximately 430 individuals were hired by employers who indicated that the ads resulted in successful transactions. Thus for San Francisco, the following can be stated:

TABLE 7-10

Approximate Number of Applicants Responding to Ads

	Applicants Responding to Ads																				
	None		1 - 5		6 - 10		11 - 15		16 - 20		21 - 25		26 - 30		30 +		Total		Rdnd. Mean		Rdnd St.
Occupations	SF	SLC	SF	SLC	SF	SLC	SF	SLC	SF	SLC	SF	SLC	SF	SLC	SF	SLC	SF	SLC	SF	SLC	SF
Professional	7	1	18	3	25	6	9	1	12	3	4	0	8	1	20	0	103	15	25	10	38
Mgrl. Ad.	1	1	3	3	5	3	5	0	4	1	2	6	3	0	11	4	34	18	38	18	49
Clerical	3	3	15	6	22	7	13	7	9	1	8	2	7	1	28	2	105	29	29	13	45
Sales	2	8	15	11	29	9	9	7	8	3	4	0	4	0	13	3	76	41	19	11	22
Services	2	7	1	18	3	10	3	5	3	2	3	2	3	0	7	0	25	44	39	7	45
Bl. clr/sk.	3	3	8	13	8	2	1	6	4	2	1	3	2	0	4	1	31	30	17	10	21
Bl. clr/other	1	5	3	2	2	3	0	1	0	3	0	0	0	1	2	0	8	15	21	9	35
TOTALS																	390	192	26	10	

(1) Number of employers who were surveyed: 575

(2) Number of employers who responded: 411

(3) Number of successful transactions: 247

(4) Number of hires from successful transactions: 430

(5) Number of applicants who applied for 411 jobs: 10,686

In other words, one out of every 25 persons who applied for jobs advertised in the want ads was hired.

As might be expected, the situation in Salt Lake City is drastically different. A total of 186 (out of 218) employers reported that 1,860 individuals applied for jobs listed in their want ads. Projecting this figure to the total universe of 218, the figure would be 1,956 applicants. Thus for Salt Lake City, the following applies:

(1) Number of employers who were surveyed: 302

(2) Number of employers who responded: 218

(3) Number of successful transactions: 127

(4) Number of hires from successful transactions: 609

(5) Number of applicants who applied for 218 jobs: 1,956

Thus in Salt Lake City, one out of every 3.2 applicants who applied for jobs listed in the want ads was hired.

The wide discrepancy between San Francisco and Salt Lake City can be partially explained by the dubious reliability of the "number of hires" figure for Salt Lake City (see preceding section). However, evidence from other sources does indicate that want ads are a much more viable recruitment medium in Salt Lake City than in San Francisco. The content study pointed out that even though the number of ads contained in the Salt Lake Tribune is smaller than the number of ads contained in the San Francisco Chronicle-Examiner, the ratio of Salt Lake City employers who use want ads is nearly twice as high as the corresponding ratio in San Francisco. This means that a higher percentage of individual Salt Lake City employers use want ads. Since the Salt Lake City labor market is much smaller than that of the Bay Area, the result is that a higher percentage of the total jobs available are being advertised in the Tribune to a smaller number of potential applicants.

One of the reasons employers in large metropolitan areas give for not advertising in want ads is that they attract too large a number of applicants. The cost of processing a large number of applications, they claim, is too high. Obviously, this is not a problem in Salt Lake City. Moreover, the industrial makeup of the two areas has something to do with the use of want ads by employers. San Francisco is primarily a paper city; Salt Lake City is a growing industrial area. As indicated earlier, those industrial or blue-collar jobs that do exist in San Francisco are primarily union controlled; Utah is a right-to-work state. Finally, the nature of the labor force in any given area may have something to do with employer use of want ads. In the San Francisco Bay Area, a large percentage of the labor force is made up of minorities; in Salt Lake City, the percentage of minorities is very small. If discrimination is still a problem, the number of minorities who respond to ads in San Francisco may negatively affect the use of want ads by individual employers.

Occupations

It is significant to note that the highest average number of applicants in Salt Lake City and the second highest in San Francisco is for managerial and administrative positions. This occupation has the lowest successful transaction ratio of any of the occupational groups (and the only group with less than a 50 percent success ratio). It is also interesting to note that the highest number of applicants in San Francisco is for service jobs; the lowest number in Salt Lake City is for service occupations. In San Francisco, the lowest number of applicants is for the blue-collar/skilled jobs; in Salt Lake City, skilled blue-collar jobs rank fourth (with professional) occupations. On the other hand, the blue-collar/other category ranks fifth in San Francisco (many of these jobs may be nonunion).

Question: Approximately How Many Days Did This Ad Appear in the Newspaper?"

In asking employers the number of days ads ran, it was hoped to determine whether the success ratio varied according to the number of days ads appeared in the newspapers and whether the amount of time ads ran varied by occupation. Because of the small sizes of the samples (especially for some of the occupational groups), the resulting information may not be very reliable. Table 7-11 shows the number of days ads ran per successful and unsuccessful transaction. Taking both cities together, there does not seem to be much difference in the success ratio of ads which ran for one to six days and those which ran between seven to 29 days. In Salt Lake City, however, the long-run ads had a higher success ratio than the short-run ads. The sample of ads which ran for thirty days or more are so small as to be insignificant.

With the exception of services in San Francisco and sales in Salt Lake City, there does not appear to be much difference between cities. The small size of the samples in services (28 in San Francisco) and sales (39 in Salt Lake City) may account for the wide variations in these two occupational groups, although the findings are consistent in that the ads run longer in these occupations in both cities.

Question: "Was a Person Hired for This Job by Other Means?"

This question was asked of employers who stated that their ads did not result in successful transactions. The purpose of the question was to determine whether want ads reflected "shortage occupations." If, for example, an employer was not successful in recruiting a worker either through advertising in the want ads or through any other means, it would have to be assumed that the job remained open. If a substantial number of employers were unsuccessful in recruiting

TABLE 7-11

Number of Days Per Successful Transaction

City	Total	1 - 6 Days Yes	%	No	%	Total	7 - 29 Days Yes	%	No	%	Total	30+ Days Yes	%	No	%
San Francisco	232	147	63	85	37	145	89	61	56	39	11	9	82	2	18
Salt Lake City	116	77	66	39	34	75	53	71	22	29	6	3	50	3	50
Both Cities	348	224	64	124	36	220	142	65	78	35	17	12	71	5	29

Table 7-12 shows the average number of days ads ran for different occupational groups, broken down by city and in order of the longest average run to the shortest. Because of the small size of the samples in some of the occupational groups these figures are not too significant.

TABLE 7-12

Average Number of Days Ads Ran by Occupational Group

Occupational Group	San Francisco Av. Number of Days	Occupational Group	Salt Lake City Av. Number of Days
Services	20.5%	Sales	15.7%
Sales	8.8	Services	9.8
Mgr/administrative	7.5	Professional	6.4
Professional	6.8	Bl collar/sk.	6.1
Bl. collar/sk.	6.6	Clerical	5.7
Bl. collar/other	5.8	Bl. collar/other	4.8
Clerical	5.0	Mgr/administrative	4.0

workers in any given occupational category, this would probably be an indication -- all things being equal -- of a shortage occupation.

However, only 213 employers (out of a total of 629), or about 34 percent, said that they were unsuccessful in hiring through want ads. When these 213 ads are stratified by occupational group, industry and size of firm, the numbers become too small to have any statistical significance. Table 7-13 displays what information was collected in this area by broad occupational group.

In both cities, the highest percentage of jobs that remained unfilled is in the blue-collar/unskilled category. This probably indicates that employers are less concerned about filling these jobs than other more skilled occupations. The second highest percentage of jobs that remain unfilled is in the professional category, probably indicating that employers are willing and able to wait until the "right" individuals apply to fill these jobs. The highest percentage of jobs that are filled by other means is in the blue-collar/skilled category, no doubt indicating union referrals.

None of this evidence, however, indicates skill shortage occupations. It would take a much larger sample than ORC was able to draw to test the hypothesis that want ads may be a source of skill shortage information.

Question: "Besides Placing a Help-Wanted Ad, What Other Methods Did You Use to Recruit for the Particular Jobs Shown Above?"

The major reason for this question was to test the hypothesis that employers who use want ads use other formal recruitment media -- simultaneously with want ads -- to recruit workers. Employers were asked to check one or more of four categories: private employment agencies, public employment service, professional associations (including unions and schools), and "other." The "other" category included informal recruitment sources (word of mouth, walk-ins, etc.). Since virtually all employers use "other" recruitment means, the major reason for including the "other" category was to check whether employers were seriously

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TABLE 7-13

Response to Question: Was a Person Hired for This Job by Other Means?
(By occupations)

		San Francisco					Salt Lake City					San Francisco			
Occupation	Total	Yes	%	No	%	Total	Yes	%	No	%	Total	Yes	%	No	%
Professional	48	24	50%	24	50%	4	3	75%	1	25%	52	27	52%	25	48%
Mgrl. adm.	21	12	57	9	43	4	2	50	2	50	25	14	56	11	44
Clerical	31	19	61	12	39	7	6	86	1	14	33	25	66	13	34
Sales	35	22	63	13	37	13	7	54	6	46	48	29	60	19	40
Service	3	1	33	2	67	13	9	69	4	31	16	10	63	6	37
Bl. collar/unskilled	15	6	40	9	60	9	4	44	5	56	24	10	42	14	58
Bl. collar/skilled	4	3	75	1	25	6	4	67	2	33	10	7	70	3	30
TOTALS	157	87	55%	70	45%	56	35	63%	21	37%	213	122%	57%	91	43%

considering the question. For example, if an employer did not check one of the three formal recruitment media, but did check "other," this would indicate that he had given serious consideration to the question. If, on the other hand, he did not check any of the four, it would indicate that the employer had not given serious consideration to the question, or inadvertently skipped the question in filling out the questionnaire. The vast majority of employers who did not check one of the three formal recruitment media (86 percent), did check "other," thus indicating that for these employers, want ads are the sole formal recruitment media used.

Table 7-14 gives the percentages of user employers who use no other formal recruitment media other than want ads. The figures are much higher than had been anticipated:

(1) In both cities, 45 percent of the user employers do not use any other recruitment means.

(2) Fifty-three percent of all sales jobs in both cities are listed in the want ads only.

(3) Forty-nine percent of all service jobs are listed in the want ads only, and 44 percent of all clerical and managerial/administrative jobs are listed in the want ads only.

(4) As might be expected, the lowest percentage of jobs listed only in the want ads is in the blue-collar/skilled category.

Conversely, it can be stated that 55 percent of all user employers do use other formal recruitment media at the same time they advertise in want ads. Table 7-15 breaks down this information by occupation and indicates the following:

TABLE 7-14

Number and Percentage of Jobs Advertised in Want-Ads for which No other
Formal Recruitment Media was Utilized
(By occupations)

Occupation	San Francisco No. of Jobs Advertised	San Francisco Want-ads Used Only	San Francisco Percent	Salt Lake City No. of Jobs Advertised	Salt Lake City Want-ads Used Only	Salt Lake City Percent	Both Cities No. of Jobs Advertised	Both Cities Want-ads Used Only	Both Cities Percent
Professional	120	48	40%	26	11	42%	146	59	40%
Mgrl/ad.	32	15	47	11	4	36	43	19	44
Clerical	95	46	48	27	8	30	122	54	44
Sales	86	42	49	38	24	63	124	66	53
Service	32	19	59	50	21	42	82	40	49
Bl. collar/sk.	29	11	38	33	11	33	62	22	35
Bl. collar/other	10	4	40	24	10	42	34	14	41
TOTALS	404	185	46%	209	89	43%	613	274	45%

TABLE 7-15

Other Methods Utilized by User Employers
(By occupation)

City and Occupation	No. of Jobs for Which Other Formal Recruitment Means Used	Percent of Total	Private Agencies #	Private Agencies %	Public Emplm. Service #	Public Emplm. Service %	Professional Assoc. #	Professional Assoc. %
San Francisco	219	54%	116	53%	122	56%	96	44%
Professional	72	60	30	42	44	61	33	46
Mg/adm.	17	53	12	71	8	47	10	59
Clerical	49	52	40	82	28	57	17	35
Sales	44	51	27	61	14	32	16	36
Service	13	41	3	23	10	77	4	31
Bl. clr/sk.	18	62	3	17	13	72	14	78
Bl. clr/other	6	60	1	17	5	83	2	33
Salt Lake City	120	43	60	50	84	70	46	[illegible]
Professional	15	48	5	33	8	53	5	[illegible]
Mg/amn.	7	64	5	71	7	100	3	43
Clerical	19	70	12	63	10	53	11	58
Sales	14	47	12	86	11	79	6	43
Service	29	58	9	31	21	72	15	52
Bl. Clr/sk.	22	67	10	45	20	91	5	23
Bl. clr/other	14	58	7	50	7	50	1	14
Both cities	339	55	176	52	206	61	142	42
Professional	87	60	35	40	52	60	38	44
Mg/admn.	24	56	17	71	15	63	13	54
Clerical	68	56	52	76	38	56	28	41
Sales	58	47	39	67	25	43	22	38
Service	42	51	12	29	25	43	22	38
Bl. clr/sk.	40	65	13	33	33	83	19	48
Bl. clr/other	20	59	8	40	12	60	3	15

(1) In both cities, the largest users of other recruitment media are employers of blue-collar/skilled workers (65 percent), professionals (60 percent), and blue-collar/other (59 percent).

(2) The largest users of private agencies are employers of clerical workers (76 percent), managers and administrators (71 percent), and sales workers (67 percent).

(3) The largest users of the public employment service are employers of blue-collar/skilled workers (83 percent), service workers (74 percent),managers and administrators (63 percent), and blue-collar/other and professionals (60 percent).

(4) The largest users of professional associations are employers of managers and administrators (54 percent), blue-collar/skilled (48 percent) and professionals (44 percent).

There are, however, some interesting differences between cities. For example, in San Francisco, 78 percent of the employers of blue-collar/skilled workers use professional associations (read "unions"); the corresponding figure for Salt Lake City is only 23 percent. On the other hand, far more Salt Lake City employers of managerial/administrative, clerical and service workers use multiple recruitment media, in addition to want ads, than their counterparts in San Francisco.

Table 7-15 may also indicate the rate of duplication in want ads:

(1) Multiple recruitment media, in addition to want ads, were used to recruit workers for 219 of the 404 jobs included in the user survey.

(2) Private agencies were used to recruit workers for 52 percent (or 114) of the 219 jobs. Since many employers use more than one agency and since virtually all agencies use the want ads to recruit applicants, it can be assumed that those 114 jobs were listed twice in the want ads, once under private agencies and once under the individual employers. Hence:

(a) Of the 404 jobs included in the user survey, 114 of them are listed twice. Thus, 404 jobs actually equals 518 jobs, 114 of them duplicates.

(b) This works out to a duplication rate of 22 percent, or approximately 22 percent of all jobs listed in the want ads are listed twice, once under individual employers and once under one or more private agencies.

(3) The public employment service was used to recruit for 61 percent (or about 134) of the 219 jobs. Hence:

(a) A total of 134 of the 404 jobs included in the user survey were also listed with the public employment service.

(b) Thus, approximately 33 percent of all jobs listed in the want ads are also listed with the employment service.

(4) Professional associations (including unions and schools were used to recruit for 42 percent (or about 101) of the 219 jobs. Hence:

(a) Approximately 101 of the 404 jobs included in the user survey were also listed with professional associations.

(b) Thus, about 25 percent of all jobs listed in the want ads are also listed with professional associations.

It must be emphasized, however, that 45 percent of the employers surveyed used want ads exclusively (aside from other informal means). This means that there is a fairly large number of jobs that are listed exclusively in want ads. In the next chapter, responses to the same question put to a random sample of employers (not necessarily users of want ads) stratified by industry and size of firm, will be discussed. The differences resulting from the "user" and "employer" survey are quite pronounced.

Question: "When Openings Occur in the Occupations Listed Below, What Is Your General Practice Regarding the Use of Want Ads?"

This question listed the following occupations in the left-hand column of a table: officials and managers, professionals, technicians, sales workers, office and clerical, craftsmen (skilled), operatives (semi-skilled), laborers (unskilled) and service workers. Across the top of the table were three categories: I usually advertise; I occasionally advertise; I never advertise. Employers were asked to check the appropriate block for each pertinent occupation.

The reason for asking this question was to determine whether the use of want ads varied by occupational group. The combined figures for both cities reveal that want ads are used most frequently in recruiting clerical workers (85 percent checked either "usually" or "occasionally," while only 15 percent checked "never"). In both cities, want ads were used least frequently for recruiting unskilled laborers (58 percent "usually" and "occasionally," 40 percent "never").

However, the combined figures for both cities are far less significant than comparisons between the two cities. Table 7-16 shows that in San Francisco, want ads are used most frequently for the recruitment of officials and managers and professionals and least frequently for skilled craftsmen, operatives, laborers, and service workers. The exact opposite is true in Salt Lake City. The use of want ads for the recruitment of technicians, sales and clerical workers is about the same for both cities.

Obviously, this is another indication that want ads do reflect local labor markets.

TABLE 7-16

"When Openings Occur in the Occupations Listed Below, What is General Practice Regarding Want-Ads?"

Occupation and City	Total Rspns.	Usually No.	Usually %	Occasionally No.	Occasionally %	Never No.	Never %
San Francisco							
Officials/mgrs.	273	95	35%	77	28%	101	37%
Professionals	258	113	44	86	33	59	23
Technicians	217	101	47	60	28	56	26
Sales workers	226	113	50	59	26	54	24
Clerical	313	121	55	96	31	46	15
Craftsmen/skilled	187	63	34	49	26	75	40
Operatives/semi-skilled	177	45	25	48	27	84	47
Laborers/unskilled	178	43	24	29	16	101	60
Service workers	188	55	29	41	22	92	49
TOTALS	2,017	799	40%	545	27%	668	33%
Salt Lake City							
Officials/mgrs.	139	41	30%	36	26%	62	45%
Professionals	89	31	35	33	37	25	28
Technicians	82	37	45	22	27	23	28
Sales Workers	118	63	53	28	24	27	23
Clerical	140	82	59	34	24	24	17
Craftsmen/skilled	107	64	60	30	28	13	12
Operatives/semi-skilled	114	65	57	33	29	16	14
Laborers/unskilled	129	78	60	28	22	23	18
Service workers	86	46	53	21	24	19	22
TOTALS	1,004	507	51%	265	26%	232	23%
Both cities							
Officials/mgrs.	412	136	33%	113	27%	163	40%
Professionals	347	144	42	119	34	84	24
Technicians	299	138	46	82	27	79	26
Sales workers	334	166	48	87	25	81	24
Clerical	453	253	56	130	29	70	15
Craftsmen/skilled	294	127	43	79	27	88	30
Operatives/semi-skilled	291	110	38	78	27	100	34
Laborers/unskilled	307	121	39	57	19	124	40
Service workers	274	101	37	62	23	111	41
TOTALS	3,021	1,306	43%	810	27%	900	30%

Question: "Generally, Under What Conditions Do You Place an Ad?"

Employers were asked to check one of three blocks:

(1) Only after the job has proved difficult to fill

(2) When you know that a specific vacancy has or will occur

(3) In anticipation that vacancies may occur in the future.

The reasons for asking this question were to determine the extent to which want ads are used only as a last resort (difficult to fill), whether jobs advertised in want ads are real (specific vacancies), or whether the jobs advertised in want ads are not so real (anticipated vacancies).

Table 7-17 shows that the vast majority of the employers in both cities use want ads only when specific vacancies occur (64 percent). Twenty-one percent of the employers indicated that want ads were used only when jobs are difficult to fill, and only 15 percent indicated that want ads are used for anticipated vacancies. The percentages for both cities are approximately the same.

Question: "Approximately What Percent of Your New Hires Last Year (1972) Came from the Want Ads?"

As noted in the methodology section of this chapter, it was decided to ask this question rather than to ask how many hires resulted from a specific ad. It was impossible, as noted, to get an accurate answer to the latter question. The broader-based question that was finally asked will still give some indication of the usefulness of want ads to employers.

The major problem with the statistical results of this question is that, when broken down into categories, the size of each group is so small as to be statistically invalid -- standard deviations on these breakdowns range from 29.2 to 39.4. As a result, these breakdowns are not used and only the overall figure for each city is presented.

Given the other evidence of the survey, it might be conjectured that Salt Lake City employers would have a considerably higher rate of hires through want

TABLE 7-17

Conditions Under Which Want-Ads are Placed
(Occupation/city)

Occupation and City	Total ResponDents	Total Responses	Diff. to Fill	%	Specific Vacancy	%	Anticipated Vacancy	%
San Francisco	406	445	94	21%	282	63%	69	16%
Professional	114	127	42	33	69	54	16	13
Mgrl/ad.	34	46	10	22	26	57	10	22
Clerical	104	102	15	15	75	74	12	12
Sales	84	92	13	14	61	66	18	20
Service	29	36	7	19	21	58	8	22
Bl. clr/skilled	32	31	6	19	24	77	1	3
Bl. clr/other	9	11	1	9	6	55	4	36
Salt Lake City	201	230	46	20	149	65	35	15
Professional	18	20	6	30	12	60	2	10
Mgrl/adm.	12	15	2	13	11	73	2	13
Clerical	29	30	5	17	22	73	3	10
Sales	43	50	8	16	31	62	11	22
Service	48	62	14	23	37	60	11	18
Bl. clr/skilled	33	32	9	28	22	69	1	3
Bl. clr/other	18	21	2	10	14	67	5	23
Both Cities	607	675	140	21	431	64	104	15
Professional	132	147	48	33	81	55	18	12
Mgrl/adm.	46	61	12	20	37	61	12	20
Clerical	133	132	20	15	92	70	15	11
Sales	127	142	21	15	92	65	29	20
Service	77	98	21	21	58	59	19	19
Bl. clr/skilled	65	63	15	24	46	73	2	3
Bl. clr/other	27	32	3	9%	20	63%	9	28%

ads than would San Francisco employers. The only piece of data that argues for the opposite conclusion is the number of respondents per ad, a figure which is much higher in San Francisco. Regardless of conjectures, however, the major finding from the response to this question is that there is very little difference in the rate of hires between Salt Lake City and San Francisco. Salt Lake City employers hired 46.5 percent of their new employees through want ads in 1972 and San Francisco hired 44.2 percent. These figures are not significantly different. Therefore, the evidence from this particular question does not support any distinction between the two cities. However, it does indicate that among users of want ads, nearly half of their hires come from want ads.

Chapter 8

THE EMPLOYER SURVEY

In addition to the other components of the study, random samples of employers in Salt Lake City and the City of San Francisco were selected for purposes of mailing a questionnaire to them regarding their use of the want-ads.

SAN FRANCISCO

A sample of 600 private employers, stratified by size and industry, was selected in San Francisco from Contacts Influential Commerce and Industry Directory. Excluded from the universe were unclassified employers, and those in agriculture and mining. In all, 98.4 percent of the non-governmental employers in San Francisco were included in the universe.

The allocation of that sample over the various strata is shown in Table 8-1.

TABLE 8-1

Employer Sample in San Francisco

	Number of Employers						
Industry	1-5	6-10	11-25	26-50	51-100	101 or more	Total Employers
Construction	14	14	14	14	14	14	84
Manufacturing	15	14	14	14	14	14	85
Transportation, Communications & Utilities	14	14	14	14	14	14	84
Wholesale Trade	15	15	15	14	14	14	87
Retail Trade	15	15	15	14	14	14	87
Finance, Insurance & Real Estate	15	14	14	14	14	14	85
Service	15	15	15	15	14	14	88
Total Employers	103	101	101	99	98	98	600

Seventy-six percent (457) of the employers responded. The distribution of those responses, re-grouped according to the size categories used by the Bureau of the Census, County Business Patterns, are presented in Table 8-2. The universe according to the County Business Patterns for 1972 is presented in Table 8-3.

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TABLE 8-2

Responses to Employer Survey in San Francisco by Industry and Size

	Number of Employees								
Industry	1-3	4-7	8-19	20-49	50-99	100-249	250-499	500+	Total Employer
Construction	6	10	7	16	9	12	1	2	68
Manufacturing	5	9	11	15	9	5	2	4	63
Transportation, Communications & Utilities	4	8	10	6	7	1	10	62	
Wholesale Trade	4	6	15	11	9	6	5	4	65
Retail Trade	8	8	10	9	11	5	3	4	60
Finance, Insurance & Real Estate	6	7	11	7	11	14	1	6	67
Service	8	5	9	17	15	8	2	6	72
Total Employers	41	53	73	86	70	57	15	36	457

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TABLE 8-3

The Universe of Employers in San Francisco

Industry	Number of Employees 1-3	4-7	8-19	20-49	50-99	100-249	250-499	500+	Total Employe
Construction	390	165	181	106	37	21	5	5	910
Manufacturing	405	308	403	280	96	64	19	14	1589
Transportation, Communications & Utilities	193	113	130	91	44	34	13	12	630
Wholesale Trade	856	550	567	307	99	49	6	6	2440
Retail Trade	2185	1093	824	351	110	37	7	13	4620
Finance, Insurance & Real Estate	1762	391	283	171	82	51	17	18	2775
Service	3926	1370	1053	490	180	102	21	22	7164
Total Employers	9717	3990	3441	1796	648	358	88	90	20[illegible]

The employers were asked two questions. What percent of their new hires during 1972 was recruited through the want-ads, and did they usually, occasionally, or never advertise in the want-ads for employees? The latter question was asked for each occupational group.

The responses to those questions were weighted according to the inverse of the proportion that the sample bore to the universe in each industrial category in order to estimate what the responses would have been had all private employers in San Francisco been questioned.

HIRES FROM THE WANTS ADS DURING 1972

It was estimated that 85 percent of all private employers in San Francisco would have responded that none of their new hires during 1972 came from the want-ads. This was especially true for employers in contract construction and retail trade. It was less true on the average for employers in the service industry. See Table 8-4.

The same data are arranged by size of employer in Table 8-5. It is clear there that the larger the employer (measured by number of employees) the less he was apt to answer "none," implying that the larger the employer the more that he was apt to have hired some employees in 1972 through the want-ads.

Finally the distribution of employers according to the percentage of employees they hired through the ads is presented in Table 8-6. Given the low incidence of responses between 21 to 80 percent, it would seem that employers tend to use the ads either a lot or very little, mostly the latter.

TABLE 8-4

Percentages of Employers who Hired No Employees Through the Want Ads During 1972, by Industry - San Francisco

Industry	Percentages Unweighted Sample Responses	Weighted Responses, Best Estimate of the Universe
Contract Contruction	89.7	95.2
Manufacturing	69.4	80.6
Transportation, Communications & Utilities	74.2	86.5
Wholesale Trade	71.9	84.4
Retail Trade	78.3	94.1
Finance, Insurance & Real Estate	65.7	90.7
Service	59.2	76.4
Total Employers	72.5	85.0

Number of Responses = 454

TABLE 8-5

Percentages of Employers Who Hired No Employees Through the Want Ads During 1972 by Size - San Francisco

	Percentages	
Number of Employees	Unweighted Sample Responses	Weighted Responses, best Estimate of Universe
1 to 3	95.1	90.9
4 to 7	88.9	93.8
8 to 19	78.1	75.1
20 to 49	77.9	77.3
50 to 99	59.7	57.1
100 to 249	64.9	57.0
250 to 499	43.8	25.0
500 plus	45.9	47.8
All employers	72.2	85.0

Number of responses = 436

TABLE 8-6

Percentages of Employees Hired Through the Want Ads

San Francisco

Percentage of New Hires Through Want Ads in 1972	Percentages of Employees Unweighted Sample Responses	Weighted Responses, best Estimate of Universe
None	72.5	85.0
1 - 20 percent	15.0	6.2
21 - 40 percent	4.2	1.8
41 - 60 percent	2. 8	2.0
61 - 80 percent	2.4	0.4
81 - 100 percent	3.1	4.6
Totals	100.0	100.0

Number of responses = 454

WANT-AD POLICY RELATIVE TO OCCUPATIONAL GROUPS

The weighted responses to the second question are recorded in Tables 8-7 through 8-24. In general, employers were more prone to advertise for office and clerical workers than for other kinds of employees, and least apt to advertise for blue collar and service workers. Manufacturers were inclined to use the ads more than employers in other industries. Construction contractors were least apt to advertise for employees. Finally, larger employers were more prone to use the ads than were smaller ones.

TABLE 8-7

Employers Use of Want Ads to Recruit Officials and Managers in San Francisco by Industry Weighted Responses: Best Estimates of Universe

	Percentages			
Industry	Usually	Occasionally	Never	Total
Contract Construction	5.1	1.5	93.4	100.0
Manufacturing	8.4	4.1	87.5	100.0
Transportation, Communications, and Utilities	2.5	9.7	87.8	100.0
Wholesale Trade	4.0	2.5	93.5	100.0
Retail Trade	8.8	7.5	83.7	100.0
Finance, Insurance and Real Estate	2.9	5.3	91.8	100.0
Services	1.2	5.6	93.2	100.0
All employers	4.4	5.5	90.1	100.0

Number of responses in sample = 401

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TABLE 8-8

Employers Use of Want Ads to Recruit Officials and Managers in San Francisco by Size Weighted Responses: Best Estimates of Universe

	Percentages			
Number of Employees	Usually	Occasionally	Never	Total
1 to 3	3.5	0.0	96.5	100.0
4 to 7	1.0	2.6	96.4	100.0
8 to 19	5.9	10.0	84.1	100.0
20 to 49	8.5	19.8	71.7	100.0
50 to 99	13.7	18.8	67.5	100.0
100 to 249	7.1	14.9	78.0	100.0
250 to 499	25.5	54.0	20.5	100.0
500 plus	12.5	25.7	61.8	100.0
All Employers	4.4	5.5	90.1	100.0

Number of responses in sample = 389

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TABLE 8-9

Employers Use of Want Ads to Recruit Professionals in San Francisco by Industry

Weighted Responses: Best Estimates of Universe

	Percentages			
Industry	Usually	Occasionally	Never	Total
Contract Construction	5.1	1.6	93.3	100.0
Manufacturing	8.1	4.2	87.7	100.0
Transportation, Communications, and Utilities	3.4	8.2	88.4	100.0
Wholesale Trade	2.3	4.7	93.0	100.0
Retail Trade	8.9	3.8	87.3	100.0
Finance, Insurance & Real Estate	2.8	2.5	94.7	100.0
Services	17.3	8.8	73.9	100.0
All employers	10.2	5.6	84.2	100.0

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TABLE 8-10

Employers Use of Want Ads to Recruit Professionals in San Francisco by Size of Employer

Weighted Responses: Best Estimates of Universe

	Percentages			
Number of Employees	Usually	Occasionally	Never	Total
1 to 3	13.8	0.0	86.2	100.0
4 to 7	1.0	1.5	97.5	100.0
8 to 19	8.8	10.0	72.2	100.0
20 to 49	8.0	15.3	76.7	100.0
50 to 99	14.8	18.0	67.2	100.0
100 to 249	8.8	22.3	68.9	100.0
250 to 499	18.5	55.4	26.1	100.0
500 plus	15.7	37.4	46.9	100.0
All employers	10.1	5.6	84.3	100.0

Number of responses in sample = 365

TABLE 8-11

Employers Use of Want Ads to Recruit Technicians in San Francisco by Industry of Employer

Weighted Responses: Best Estimates of Universe

	Percentages			
Industry	Usually	Occasionally	Never	Total
Contract Construction	5.1	2.1	92.8	100.0
Manufacturing	3.1	6.1	90.8	100.0
Transportation: Communications, and Utilities	0.0	5.8	94.2	100.0
Wholesale Trade	2.2	4.5	93.3	100.0
Retail Trade	2.8	3.1	94.1	100.0
Finance, Insurance and Real Estate	3.4	1.1	95.5	100.0
Service	8.8	6.1	85.1	100.0
All Employers	5.1	4.4	90.5	100.0

Number of responses in sample = 359

TABLE 8-12

Employers Use of Want Ads to Recruit Technicians
in San Francisco by Size of Employer
Weighted Responses: Best Estimates of Universe

Number of Employees	Percentages Usually	Occasionally	Never	Total
1 to 3	6.1	0.0	93.9	100.0
4 to 7	0.0	1.0	99.0	100.0
8 to 19	2.2	15.8	82.0	100.0
20 to 49	12.8	5.1	82.2	100.0
50 to 99	14.7	18.4	66.9	100.0
100 to 249	8.0	25.6	66.4	100.0
250 to 499	5.0	57.0	38.0	100.0
500 plus	5.9	42.0	52.1	100.0
All employers	5.1	4.4	90.5	100.0

Number of responses in sample = 347

TABLE 8-13

Employers Use of Want Ads to Recruit Sales Workers in San Francisco by Industry of Employer

Weighted Responses: Best Estimates of Universe

	Percentages			
Industry	Usually	Occasionally	Never	Total
Contract Construction	0.0	2.6	97.4	100.0
Manufacturing	6.2	8.1	85.7	100.0
Transportation, Communications, and Utilities	3.7	9.7	86.6	100.0
Wholesale Trade	10.3	9.8	79.9	100.0
Retail Trade	7.8	3.5	88.7	100.0
Finance, Insurance, and Real Estate	2.1	7.9	90.0	100.0
Services	2.8	2.4	94.8	100.0
All employers	5.1	5.1	89.8	100.0

Number of responses in sample = 377

TABLE 8-14

Employers Use of Want Ads to Recruit Sales Workers
in San Francisco by Size of Employer
Weighted Responses: Best Estimates of Universe

	Percentages			
Number of Employees	Usually	Occasionally	Never	Total
1 to 3	3.4	0.0	96.6	100.0
4 to 7	2.6	4.1	93.3	100.0
8 to 19	11.0	8.0	81.0	100.0
20 to 49	6.6	16.7	77.7	100.0
50 to 99	12.0	28.2	59.8	100.0
100 to 249	7.9	24.7	67.4	100.0
250 to 499	32.1	22.0	45.9	100.0
500 plus	11.4	38.4	50.2	100.0
All employers	5.1	5.1	89.8	100.0

Number of responses in sample = 367

TABLE 8-15

Employers Use of Want Ads to Recruit Office and Clerical Workers by Industry of Employer

Weighted Responses: Best Estimates of Universe

	Percentages			
Industry	Usually	Occasionally	Never	Total
Contract Construction	7.1	4.9	88.0	100.0
Manufacturing	7.3	10.7	82.0	100.0
Transportation, Communications, and Utilities	7.1	23.0	69.9	100.0
Wholesale Trade	10.2	15.6	74.2	100.0
Retail Trade	8.8	5.1	86.1	100.0
Finance, Insurance and Real Estate	2.3	11.3	86.4	100.0
Services	6.3	21.6	72.1	100.0
All employers	7.0	13.9	79.1	100.0

Number of responses in sample = 429

TABLE 8-16

Employers Use of Want Ads to Recruit Office and Clerical Workers by Size of Employer

Weighted Responses: Best Estimates of Universe

	Percentages			
Number of Employees	Usually	Occasionally	Never	Total
1 to 3	3.4	9.3	87.3	100.0
4 to 7	4.0	12.6	83.4	100.0
8 to 19	13.0	14.1	72.9	100.0
20 to 49	11.8	27.8	60.4	100.0
50 to 99	18.4	24.5	57.1	100.0
100 to 249	14.2	31.1	54.7	100.0
250 to 499	32.8	42.7	24.5	100.0
500 plus	15.7	35.8	48.5	100.0
All employers	7.0	13.9	79.1	100.0

Number of responses in sample = 414

TABLE 8-17

Employers Use of Want Ads to Recruit Skilled Craftsmen by Industry of Employer

Weighted Responses: Best Estimates of Universe

Industry	Percentages			
	Usually	Occasionally	Never	Total
Contract Construction	0.0	1.9	98.1	100.0
Manufacturing	2.6	7.9	89.5	100.0
Transportation, Communications, and Utilities	1.8	4.0	94.2	100.0
Wholesale Trade	0.5	2.0	97.5	100.0
Retail Trade	1.3	4.9	93.8	100.0
Finance, Insurance and Real Estate	1.9	1.3	96.8	100.0
Services	0.9	3.1	96.0	100.0
All employers	1.2	3.6	95.2	100.0

Number of responses in sample = 354

TABLE 8-18

Employers Use of Want Ads to Recruit Skilled

Craftsmen by Size of Employer

Weighted Responses: Best Estimates of Universe

	Percentages			
Number of Employees	Usually	Occasionally	Never	Total
1 to 3	0.0	0.0	100.0	100.0
4 to 7	0.0	1.4	98.6	100.0
8 to 19	1.0	12.8	86.2	100.0
20 to 49	8.4	2.0	89.6	100.0
50 to 99	8.8	17.2	74.0	100.0
100 to 249	2.9	17.4	79.7	100.0
250 to 499	2.5	27.4	70.1	100.0
500 plus	4.6	31.2	64.2	100.0
All employers	1.2	3.6	95.2	100.0

Number of responses in sample = 342

TABLE 8-19

Employers Use of Want Ads to Recruit Semi-Skilled Operatives by Industry of Employer

Weighted Responses: Best Estimates of Universe

Industry	Usually	Occasionally	Never	Total
	Percentages			
Contract Construction	0.3	5.1	94.6	100.0
Manufacturing	1.3	7.3	91.4	100.0
Transportation, Communications, and Utilities	0.3	0.6	99.1	100.0
Wholesale Trade	2.5	1.4	96.1	100.0
Retail Trade	0.3	5.1	94.6	100.0
Finance, Insurance and Real Estate	1.6	0.9	97.5	100.0
Services	0.6	0.4	99.0	100.0
All employers	1.0	2.5	96.5	100.0

Number of responses in sample = 343

TABLE 8-20

Employers Use of Want Ads to Recruit Semi-Skilled Operatives by Size of Employer

Weighted Average: Best Estimates of Universe

	Percentages			
Number of Employees	Usually	Occasionally	Never	Total
1 to 3	0.0	0.0	100.0	100.0
4 to 7	0.0	1.0	99.0	100.0
8 to 19	1.6	10.0	88.4	100.0
20 to 49	1.6	2.1	96.3	100.0
50 to 99	7.6	13.4	79.0	100.0
100 to 249	8.3	3.7	88.0	100.0
250 to 499	27.3	20.9	51.8	100.0
500 plus	13.4	16.8	69.8	100.0
All employers	1.0	2.5	96.5	100.0

Number of responses in sample = 332

TABLE 8-21

Employers Use of Want Ads to Recruit Unskilled Laborers by Industry of Employer

Weighted Responses: Best Estimates of Universe

Industry	Percentages Usually	Occasionally	Never	Total
Contract Construction	0.3	4.4	95.3	100.0
Manufacturing	1.4	3.7	94.9	100.0
Transportation, Communications, and Utilities	0.0	0.3	99.7	100.0
Wholesale Trade	0.5	13.5	86.0	100.0
Retail Trade	0.3	2.7	97.0	100.0
Finance, Insurance and Real Estate	0.9	0.7	98.4	100.0
Services	0.2	1.2	98.1	100.0
All employers	0.6	3.3	96.1	100.0

Number of responses in sample = 340

TABLE 8-22

Employers Use of Want Ads to Recruit Unskilled Laborers by Size of Employer

Weight Responses: Best Estimates of Universe

	Percentages			
Number of Employees	Usually	Occasionally	Never	Total
1 to 3	0.0	2.9	97.1	100.0
4 to 7	0.0	1.0	99.0	100.0
8 to 19	0.0	5.0	95.0	100.0
20 to 49	3.9	0.6	95.5	100.0
50 to 99	5.1	17.1	77.8	100.0
100 to 249	4.1	13.4	82.5	100.0
250 to 499	0.0	7.8	92.2	100.0
500 plus	12.1	7.6	80.3	100.0
All employers	0.6	3.3	96.1	100.0

Number of responses in sample = 329

TABLE 8-23

Employers Use of Want Ads to Recruit Service Workers in San Francisco by Industry of Employer

Weighted Responses: Best Estimates of Universe

	Percentages			
Industry	Usually	Occasionally	Never	Total
Contract Construction	0.0	0.9	99.1	100.0
Manufacturing	1.4	4.1	94.5	100.0
Transportation, Communications, and Utilities	1.8	3.2	95.0	100.0
Wholesale Trade	2.5	1.4	96.1	100.0
Retail Trade	0.3	7.1	92.6	100.0
Finance, Insurance and Real Esatae	0.9	0.5	98.6	100.0
Services	0.9	1.6	97.5	100.0
All employers	1.0	2.9	96.1	100.0

Number of responses in sample = 340

TABLE 8-24

Employers Use of Want Ads to Recruit Services
Workers in San Francisco by Size of Employer
Weighted Responses: Best Estimates of Universe

	Percentages			
Number of Employees	Usually	Occasionally	Never	Total
1 to 3	0.0	0.0	100.0	100.0
4 to 7	0.0	5.1	94.9	100.0
8 to 19	1.7	4.3	94.0	100.0
20 to 49	4.0	6.9	89.1	100.0
50 to 99	8.9	12.8	78.3	100.0
100 to 249	4.5	4.2	91.3	100.0
250 to 499	0.0	10.5	89.5	100.0
500 plus	8.9	18.4	72.7	100.0
All employers	1.0	2.9	96.1	100.0

Number of responses in sample = 330

SALT LAKE CITY

A sample of 285 private employers in Salt Lake County, stratified by size and industry, was selected from the files of the Utah State Employment Service. Excluded from the universe were unclassified employers and those in agriculture In all, 97.6 percent of the non-governmental employers in Salt Lake County were included in the universe.

The allocation of that sample over the various strata is shown in Table 8-25.

TABLE 8-25

Employer Sample in Salt Lake County

Industry	Number of Employees					100 or More	Total Employers
	1 - 3	4 - 7	8 - 19	20-49	50-99		
Mining	6	6	6	6	3	2	29
Construction	8	6	6	6	5	6	37
Manufacturing	6	6	5	5	6	5	33
Transportation, Communication & Utilits.	5	6	5	6	6	6	34
Wholesale Trade	5	5	8	6	6	5	35
Retail Trade	8	8	8	5	4	6	39
Ins., Finance & Real Estate	8	5	5	6	6	7	37
Service	8	8	8	6	6	5	41
Total Employers	54	50	51	46	42	42	285

Seventy-six percent (216) of the employers responded. The distribution of these responses are present in Table 8-26. It will be noted that the number of responses in some of the strata exceeded the size of the sample, e.g., employers with four to seven employees in the service industry, indicating that employer sizes at the time of the survey sometimes differed from these recorded at the Utah State Employment Service. The univers as recorded in *County Business Patterns for 1972* is presented in Table 8-27.

TABLE 8-26

Responses to Employer Survey in Salt Lake County by Industry and Size

	Number of Employees								Total
Industry	1-3	4-7	8-19	20-49	50-99	100-249	250-499	500+	Employer
Mining	2	4	5	4	2	1	0	2	20
Construction	4	6	3	2	1	2	1	1	20
Manufacturing	3	8	2	4	3	3	1	2	26
Transportation, Communications & Util.	5	2	3	4	3	4	1	1	23
Wholesale Trade	2	6	5	6	4	2	1	1	27
Retail Trade	5	6	6	3	6	1	2	1	30
Finance, Insurance and Real Estate	1	6	6	12	4	2	1	2	34
Service	6	11	5	5	5	4	0	0	36
Total Employees	28	49	35	110	28	19	7	10	216

TABLE 8-27

The Universe of Employers in Salt Lake County

Industry	1-3	4-7	8-19	20-49	50-99	100-249	250-499	500+	Total Employe
Mining	33	14	13	5	3	2	1	3	74
Construction	468	224	176	71	18	9	2	0	968
Manufacturing	133	105	150	120	46	40	13	7	614
Trans/Comm/Util.	77	46	59	34	13	10	6	4	249
Wholesale Trade	349	225	276	155	26	13	4	0	1048
Retail Trade	724	519	419	192	61	22	7	6	1950
Fin/Ins/R.E.	605	191	118	62	23	9	5	2	1015
Service	1582	569	394	174	58	27	2	4	2810
Total Employees	3971	1893	1605	813	248	132	40	26	8728

The questions asked of the employers and the weighting of the responses to make estimates for the universe were the same as for San Francisco.

Hires From the Want-Ads during 1972 Salt Lake County employers were apparently more prone to use the want-ads than were San Francisco employers. Seventy-six percent of them claimed that none of their new hires during 1972 came from the want-ads. Eighty-five percent of the employers in San Francisco made that claim. See Table 8-28.

Furthermore, there was a difference between the two areas in the experience by industry. In Salt Lake, employers in manufacturing and retail trade were most apt to have hired through the want ads; those in wholesale trade and mining, less apt.

TABLE 8-28

Percentages of Employers Who Hired No Employees Through the Want-Ads During 1972 - By Industry Salt Lake County

Industry	Percentages: Unweighted Sample Responses	Percentages: Weighted Responses: Best Estimates of Universe
Mining	63.2	85.9
Contract Construction	71.4	72.3
Manufacturing	57.1	68.9
Transportation, Communications & Utilities	86.4	83.3
Wholesale Trade	70.4	86.9
Retail Trade	57.1	70.8
Finance, Ins., & Real Estate	42.9	81.1
Services	58.3	76.1
All Employers	61.6	76.1

Number of sample responses: 216

As in San Francisco, it was the small employer in Salt Lake who was most apt to have hired no workers through the want ads during 1972. See Table 8-29.

TABLE 8-29

Percentages of Employers Who Hired No Employees
Through the Want Ads During 1972 - By Size
Salt Lake County

	Percentages	
Industry	Unweighted Sample Responses	Weighted Responses: Best Estimates of Universe
1 to 3	85.2	86.3
4 to 7	77.1	79.5
8 to 19	70.6	72.6
20 to 49	44.7	42.1
50 to 99	48.2	50.0
100 to 249	47.4	32.8
250 to 499	28.6	22.2
500 +	30.0	36.4
All Employers	61.0	76.1

Number of sample responses: 210

Again, as in San Francisco, employers seemingly used the ads a lot or very little. The same low incidence of responses between 21 and 80 percent in Table 8-30 leads to that conclusion.

TABLE 8-30

Percentages of Employers who Hired through the Want Ads During 1972 Salt Lake County

Percengages of New Hired Through Want Ads in 1972	Percentages Unweighted Sample Responses	Weighted Responses: Best Estimates of Universe
None	61.6	76.1
1 - 20 percent	19.0	9.0
21 - 40 percent	5.5	2.5
41 - 60 percent	6.5	3.8
61 - 80 percent	3.2	1.6
81 - 100 percent	4.2	7.0
Totals	100.0	100.0

Number of sample responses: 216

Want-Ad Policy Relative to Occupational Group. The weighted responses of employers to the question about whether they usually, occasionally, or never advertised in the want ads are recorded in Tables 8-31 through 8-48. In general, Salt Lake County employers, like those in San Francisco, were more prone to advertise for office and clerical workers than for other kinds of employees. But, unlike employers in San Francisco, they were lease inclined to advertise for professionals, technicians, officials, and managers.

As in San Francisco, manufacturers were most apt to use the ads, and construction contractors least apt, though the differences between industries were less pronounced in Salt Lake. Employers in the service industries were also much inclined to use the ads in Salt Lake.

Finally, the inclination to recruit through the ads was directly related to the size of the employer, again as in San Francisco.

TABLE 8-31

Employers Use of Want Ads to Recruit Officials and Managers in Salt Lake County by Industry Weighted Responses: Best Estimates of Universe

Industry	Usually	Occasionnally	Never	Total
	Percentages			
Mining	0.0	0.0	100.0	100.0
Contract Construction	0.0	0.0	100.0	100.0
Manufacturing	10.9	10.4	78.7	100.0
Transportation, Communications and Utilities	11.3	0.0	88.7	100.0
Wholesale Trade	12.5	4.4	83.1	100.0
Retail Trade	10.4	0.4	89.2	100.0
Finance, Insurance & Real Estate	0.6	2.4	97.0	100.0
Services	0.6	9.1	90.3	100.0
All Employers	5.2	4.6	90.2	100.0

Number of responses in sample = 173

TABLE 8-32

Employers Use of Want ads to Recruit Officials and Managers in Salt Lake County by Size Weighted Responses: Best Estimates of Universe

Number of Employees	Usually	Occasionally	Never	Total
		Percentages		
1 to 3	0.0	0.0	100.0	100.0
4 to 7	0.0	6.1	93.9	100.0
8 to 19	18.1	5.3	76.6	100.0
20 to 49	5.4	15.4	79.2	100.0
50 to 99	16.9	21.7	61.4	100.0
100 to 249	0.0	0.0	100.0	100.0
250 to 499	14.6	0.0	100.0	100.0
500 plus	15.9	47.7	36.4	100.0
All employers	5.2	4.6	90.2	100.0

Number of responses in sample = 169

TABLE 8-33

Employers Use of Want Ads to Recruit Professionals
Salt Lake County by Industry
Weigthed Responses: Best Estimates of Universe

Industry	Percentages Usually	Occasionally	Never	Total
Mining	0.0	2.1	97.9	100.0
Contract Construction	6.0	0.0	94.0	100.0
Manufacturing	7.5	13.5	79.0	100.0
Transportation, Communications and Utilities	11.3	0.0	88.7	100.0
Wholesale Trade	0.0	4.4	95.6	100.0
Retail Trade	1.6	0.4	98.0	100.0
Finance, Insurance & Real Estate	0.0	5.7	94.3	100.0
Service	0.8	4.9	94.3	100.0
All employers	2.2	3.9	93.9	100.0

Number of responses in sample = 152

TABLE 8-34

Employers Use of Want Ads to Recruit Professionals
in Salt Lake County by Size
Weighted Responses: Best Estimates of Universe

Number of Employees	Percentages Usually	Occasionally	Never	Total
1 to 3	0.0	0.0	100.0	100.0
4 to 7	4.0	4.9	91.1	100.0
8 to 19	1.6	0.0	98.4	100.0
20 to 49	4.9	21.4	73.7	100.0
50 to 99	20.9	11.8	67.4	100.0
100 to 249	0.0	14.2	85.8	100.0
250 to 499	0.0	0.0	100.0	100.0
500 plus	15.9	54.6	29.6	100.0
All employers				

Number of responses in a sample = 149

TABLE 8-35

Employers Use of Want Ads to Recruit Technicians in Salt Lake County by Industry
Weighted Responses: Best Estimates of Universe

Industry	Percentages Usually	Occasionally	Never	Total
Mining	0.0	13.3	86.7	100.0
Contract Construction	0.0	0.8	99.2	100.0
Manufacturing	10.4	.6.8	82.8	100.0
Transportation, Communications and Utilities	0.0	2.6	97.4	100.0
Wholesale Trade	0.0	0.9	99.1	100.0
Retail Trade	1.6	0.3	98.1	100.0
Finance, Insurance and Real Estate	0.7	1.5	97.8	100.0
Services	0.9	8.4	90.7	100.0
All employers	1.6	3.3	95.1	100.0

Number of Responses in sample = 138

TABLE 8-36

Employers Use of Want Ads to Recruit Technicians in Salt Lake County by Size
Weighted Responses: Best Estimates of Universe

Number of Employees	Percentages Usually	Occasionally	Never	Total
1 to 3	0.0	0.0	100.0	100.0
4 to 7	1.5	11.4	87.1	100.0
8 to 19	0.0	0.2	99.8	100.0
20 to 49	5.6	0.2	94.2	100.0
50 to 99	26.4	17.7	55.9	100.0
100 to 249	0.0	34.9	65.1	100.0
250 to 499	0.0	35.4	64.6	100.0
500 plus	21.9	62.5	15.0	100.0
All Employers	1.6	3.4	95.0	100.0

Number of responses in sample = 135

TABLE 8-37

Employers Use of Want Ads to Recruit Sales Workers in Salt Lake County by Industry
Weighted Responses: Best Estimates of Universe

Industry	Percentages Usually	Occasionally	Never	Total
Mining	0.0	0.0	100.0	100.0
Contract Construction	0.0	20.8	79.2	100.0
Manufacturing	18.5	0.0	81.5	100.0
Transportation, Communications and Utilities	0.0	21.6	78.4	100.0
Wholesale Trade	0.5	19.5	80.0	100.0
Retail Trade	12.2	10.8	77.0	100.0
Finance, Insurance & Real Estate	7.9	11.3	80.8	100.0
Services	5.2	7.5	87.3	100.0
All employers	7.0	12.0	81.0	100.0

Number of responses in sample = 142

TABLE 8-38

Employers Use of Want Ads to Recruit Sales Workers in Salt Lake County by Size
Weighted Responses: Best Estimates by Universe

Number of Employees	Percentages Usually	Occasionally	Never	Total
1 to 3	0.0	4.6	95.4	100.0
4 to 7	20.0	12.0	98.0	100.0
8 to 19	5.8	18.9	75.3	100.0
20 to 49	10.7	21.6	67.7	100.0
50 to 99	23.2	23.2	53.6	100.0
100 to 249	0.0	45.6	54.4	100.0
250 to 499	31.2	14.6	54.2	100.0
500 plus	35.9	5.1	59.0	100.0
All employers	7.1	12.0	80.9	100.0

Number of responses in sample = 139

TABLE 8-39

Employers Use of Want Ads to Recruit Office and Clerical Workers in Salt Lake County by Industry Weighted Responses: Best Estimates of Universe

Industry	Percentages Usually	Occasionally	Never	Total
Mining	32.9	33.7	33.4	100.0
Contract Construction	6.3	29.1	64.6	100.0
Manufacturing	25.7	2.8	71.5	100.0
Transportation, Communications, and Utilities	0.0	21.6	78.4	100.0
Wholesale Trade	10.6	8.1	81.3	100.0
Retail Trade	11.6	6.8	81.6	100.0
Finance, Insurance and Real Estate	10.3	10.4	79.3	100.0
Services	15.6	23.7	60.6	100.0
All employers	12.9	15.4	71.7	100.0

Number of responses in sample = 181

TABLE 8-40

Employers Use of Want Ads to Recruit Office and Clerical Workers in Salt Lake County by Size Weighted Responses: Best Estimates of Universe

Number of Employees	Percentages Usually	Occasionally	Never	Total
1 to 3	9.0	4.8	86.2	100.0
4 to 7	14.0	14.6	71.4	100.0
8 to 19	14.8	18.9	66.3	100.0
20 to 49	14.8	48.2	37.0	100.0
50 to 99	35.7	22.8	41.5	100.0
100 to 249	18.8	50.1	31.1	100.0
250 to 499	35.1	33.8	31.1	100.0
500 plus	31.8	27.3	40.9	100.0
All employers	12.9	15.4	71.7	100.0

Number of responses in sample = 177

TABLE 8-41

Employers Use of Want Ads to Recruit Skilled Craftsmen in Salt Lake County by Industry
Weighted Responses: Best Estimates of Universe

Industry	Percentages Usually	Occasionally	Never	Total
Mining	3.7	22.9	73.4	100.0
Contract Construction	5.1	10.1	84.8	100.0
Manufacturing	20.7	20.0	59.3	100.0
Transportation, Communications and Utilities	0.0	2.9	97.1	100.0
Wholesale Trade	7.4	4.8	87.8	100.0
Retail Trade	7.1	2.5	90.4	100.0
Finance, Insurance & Real Estate	0.0	1.4	98.6	100.0
Services	2.7	17.7	79.6	100.0
All employers	6.0	8.9	85.1	100.0

Number of responses in sample = 150

TABLE 8-42

Employers Use of Want Ads to Recruit Skilled Craftsmen in Salt Lake County by Size
Weighted Responses: Best Estimates of Universe

Number of Employees	Percentages Usually	Occasionally	Never	Total
1 to 3	0.0	1.7	98.3	100.0
4 to 7	6.5	17.3	76.2	100.0
8 to 19	11.5	7.5	81.0	100.0
20 to 49	11.1	11.9	77.0	100.0
50 to 99	47.3	10.9	41.8	100.0
100 to 249	0.0	67.0	33.0	100.0
250 to 499	0.0	29.7	70.3	100.0
500 plus	16.7	76.2	7.1	100.0
All employers	6.0	8.9	85.1	100.0

Number of responses in sample = 147

TABLE 8-43

Employers Use of Want Ads to Recruit Semi-Skilled Operatives in Salt Lake County by Industry Weighted Responses: Best Estimates of Universe

Industry	Percentages Usually	Occasionally	Never	Total
Mining	0.0	7.8	92.2	100.0
Contract Construction	6.7	0.0	93.3	100.0
Manufacturing	16.0	9.2	74.8	100.0
Transporation, Communications and Utilities	0.0	0.0	100.0	100.0
Wholesale Trade	10.3	4.1	85.6	100.0
Retail Trade	1.9	19.0	79.1	100.0
Finance, Insurance & Real Estate	0.6	1.4	98.0	100.0
Services	1.7	20.2	78.1	100.0
All Employers	4.4	11.5	84.1	100.0

Number of responses in sample = 147

TABLE 8-44

Employers Use of Want Ads to Recruit Semi-Skilled Operatives in Salt Lake County by Size Weighted Responses: Best Estimates of Universe

Number of Employees	Percentages Usually	Occasionally	Never	Total
1 to 3	0.0	5.4	94.6	100.0
4 to 7	6.3	7.8	85.9	100.0
8 to 19	4.7	19.5	75.8	100.0
20 to 49	9.5	19.7	70.8	100.0
50 to 99	38.7	17.0	44.3	100.0
100 to 249	4.4	50.8	43.8	100.0
250 to 499	0.0	18.9	81.1	100.0
500 plus	16.7	21.4	61.9	100.0
All employers	4.4	11.5	84.1	100.0

Number of responses in sample = 144

TABLE 8-45

Employers Use of Want Ads to Recruit Unskilled Laborers in Salt Lake County by Industry
Weighted Responses: Best Estimates of Universe

Industry	Percentages Usually	Occasionally	Never	Total
Mining	0.0	17.9	82.1	100.0
Contract Construction	6.0	10.7	83.3	100.0
Manufacturing	12.3	15.1	72.6	100.0
Transportation, Communications, and Utilities	0.0	10.2	89.8	100.0
Wholesale Trade	9.9	3.9	86.2	100.0
Retail Trade	6.5	7.1	86.4	100.0
Finance, Insurance and Real Estate	0.6	1.4	98.0	100.0
Services	2.4	18.7	78.9	100.0
All employers	5.5	9.6	84.9	100.0

Number of responses in sample = 143

TABLE 8-46

Employers Use of Want Ads to Recruit Unskilled Laborers in Salt Lake County by Size
Weighted Responses: Best Estimates of Universe

Number of Employees	Percentages Usually	Occasionally	Never	Total
1 to 3	0.0	0.6	99.4	100.0
4 to 7	6.2	18.8	75.0	100.0
8 to 19	10.8	13.0	76.2	100.0
20 to 49	10.8	16.1	73.1	100.0
50 to 99	28.7	16.7	54.6	100.0
100 to 249	10.3	48.8	40.9	100.0
250 to 499	0.0	18.9	81.1	100.0
500 plus	16.7	21.4	61.9	100.0
All employers	5.5	9.6	84.9	100.0

Number of responses in sample = 140

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TABLE 8-47

Employers Use of Want Ads to Recruit Service Workers in Salt Lake County by Industry
Weighted Responses: Best Estimates of Universe

Industry	Percentages Usually	Occasionally	Never	Total
Mining	5.9	5.9	88.2	100.0
Contract Construction	0.0	0.0	100.0	100.0
Manufacturing	14.4	4.0	81.6	100.0
Transportation, Communications and Utilities	0.0	0.0	100.0	100.0
Wholesale Trade	9.9	7.8	82.3	100.0
Retail Trade	7.1	9.8	83.1	100.0
Finance, Insurance and Real Estate	0.6	2.1	97.3	100.0
Services	2.5	17.8	79.7	100.0
All employers	5.1	8.4	86.5	100.0

Number of responses in sample = 136

TABLE 8-48

Employers Use of Want Ads to Recruit Service Workers in Salt Lake County by Size
Weighted Responses: Best Estimates of Universe

Number of Employees	Percentages Usually	Occasionally	Never	Total
1 to 3	0.0	0.0	100.0	100.0
4 to 7	2.7	14.3	83.0	100.0
8 to 19	10.8	18.8	70.4	100.0
20 to 49	11.4	11.4	77.2	100.0
50 to 99	38.0	5.0	57.0	100.0
100 to 249	9.8	25.8	64.4	100.0
250 to 499	14.6	35.4	50.0	100.0
All employers	5.1	8.4	86.5	100.0

Number of responses in sample = 132

Chapter 9

THE JOB SEEKER STUDY

How useful are want ads to people looking for work? In theory, at least, their usefulness has a wide range of possibilities. Help-wanted ads could provide a job seeker with all of the necessary information about all of the jobs available to someone with his or her qualifications. On the other hand, ads could leave out essential information, include deceptive information, and offer a poor sample of the job openings that actually exist. For job seekers, these ads can be an efficient aid or a frustrating, energy-consuming barrier. Part of the answer to the question of their usefulness comes from the evaluation of the ads themselves. This report's content study, for example, offers some conclusions in its findings regarding the kinds of information needed by job seekers included in, and excluded from, want-ads. ORC's primary approach to determining want-ad usefulness to job seekers, however, was a direct survey of a sample of actual job seekers in the two cities covered by the project.

Since this is also a feasibility study, a corollary question ORC asked in pursuing this information was: Is it possible to determine the usefulness of want-ads to job seekers? The answer to this question is contained in the problems encountered by the survey, in the efficiency of the survey, in the usefulness of the information gathered by the survey, and in the problems that might be encountered in moving from a "non-scientific" pilot study sample of job seekers to the large-scale, fully representative sample that would be required in order to draw definitive conclusions. These feasibility concerns are dealt with as they arise in the discussion of the survey design and activities that follows, and they are summarized following that discussion.

SURVEY DESIGN

The overall goal of the survey was to determine the usefulness of want-ads to job seekers. Three approaches to this goal that ORC incorporated into its survey were:

(1) To determine the incidence of use of want ads among job seekers: How many of them actually use want ads?

(2) To determine the relative success of use of want ads: How many jobs did job seekers get through want ads?

(3) To determine job seekers' opinions of want ads: After using want ads, how useful do they think they are?

The work plan that ORC developed to achieve the survey goals involved selecting the population to be surveyed, determining the type of data to be gathered and the means for gathering it, and planning the analysis of the data. The selection of the population was determined to a large extent by budgetary and time constraints. Within such constraints it was decided that the largest number ORC could survey was about 250 job seekers in the San Francisco area and about 150 in Salt Lake. This goal turned out to be quite modest in that ORC ended up with more than double the desired number of responses: 540 from San Francisco and 306 from Salt Lake. In-depth interviews were also planned for 54 people in San Francisco and about half that number in Salt Lake.

These interviews were separated into general occupational categories: professional, clerical, retail sales, wholesale sales, service, industrial, garment, and domestic. An attempt was made to get a number of interviews from each category that was roughly proportionate to relative volume of ads in that particular category. This attempt was generally successful in all categories except wholesale sales, garment and domestic. The only category in which no one at all was interviewed was garment workers.

Having determined how many, and what type of interviewees it would seek, ORC turned to the question of where it would find them. The constraints of time and budget virtually required that ORC select a single source for its interviewees. The project did not have the resources for sampling a variety of sources over a period of time. Originally, the unemployment insurance office lines were considered. However, the unemployment insurance office was finally rejected for several reasons:

(1) Concern over their eligibility for unemployment insurance benefits might cause interviewees being questioned right in the unemployment insurance office to "edit" their responses

(2) No new entrants to the job marketplace would be there

(3) No long-term unemployed would be there

(4) No workers not covered by unemployment insurance (e.g., domestics, government workers) would be there

In place of unemployment insurance, employment service offices were selected for the following reasons:

(1) Other than the want ads, the employment service is the only job marketplace that is open to all job seekers.

(2) Each of the groups excluded from the unemployment insurance lines has access to the employment service offices.

(3) Given the types of jobs generally available from the employment service, the users of employment service are quite likely to also be want ad users.

(4) It was assumed that the employment service would have separate occupational desks in operation, thus easing the problem of obtaining proportionate numbers of in-depth interviews. (These occupational desks did not, in fact, exist.)

Despite the fact that depending exclusively on the employment service for the survey population would greatly reduce the participation of large groups such as union employees and professionals, the employment service's strong points outweighed its weak ones in the context of the necessity of using a single location.

In order to distribute and collect questionnaires, and to conduct the interviews, ORC planned to have a team of two staff members spend three days in the San Francisco Industrial and Service Employment Service Office, three days in the San Francisco Commercial and Professional Office, and two days in the single Salt Lake Office. The goal ORC set for itself was to distribute questionnaires to 100% of the people who used the office during the days selected for the survey. In order to get as close as possible to this 100 percent goal, ORC arranged for Employment Service interviewers to distribute questionnaires to job seekers they were interviewing on the days the ORC team was in their office. The ORC team would try to distribute questionnaires to all of the rest of the job seekers who entered the office. The job seekers would then return the completed questionnaires to the ORC team, who would select some of those returning questionnaires for in-depth interviews. The two criteria for this selection were recent experience with answering want ads and being needed to fill the "quota" for one of the job categories set up for in-depth interviews.

In order to achieve the goals of the job seeker survey, ORC decided to collect two different levels of data. On a surface level, one that could be handled with a simple, self-completing questionnaire, the following information was sought:

(1) General demographic data

(2) Whether the respondent uses want ads

(3) The percentage of jobs found by the respondent which were found through want ads

(4) The type of jobs found through want ads

(5) The general opinion of the respondent of the usefulness of want ads.

Probing deeper to a second level of information, ORC sought to pin down the details of various respondents' specific experiences with specific want ads. This would be done through an interview and would seek the following information:

(1) The information contained in the ad answered

(2) The details of the experience the job seeker had in answering the ad

(3) The discrepancy, or coincidence, between the actual job offered and the job described in the ad

(4) The final result of the job seeker's response to the ad.

Following the selection of the population to be surveyed and the determination of the data to be gathered, the third stage in the design of the survey was to determine a process for analysis of the data. Initially, there would have to be an editing of the questionnaire and interivew forms, particularly because the questionnaire was completed without supervision and, therefore, could contain some inconsistencies that would make coding difficult. Although the ORC interviewing team attempted to check each questionnaire as it was returned, it was not always possible to do this because several respondents might return their forms at the same time and be in a hurry. The problems encountered at that time are discussed in the description of data collection activities and the feasibility sections that appear later in this chapter. A method had to be developed for quantifying the subject and open-ended answers in both the questionnaire and the interview schedule. The material was then coded and processed to obtain printouts which provided the statistical answers to the questions asked in the questionnaire and the interview. The data was also cross tabulated in a number of ways to get, among others, breakdowns on different age, sex, racial and occupational responses to the questions. The detailed results of this process of data analysis can be found later in this chapter.

SURVEY ACTIVITIES

In order to carry out the survey design described above, ORC engaged in the following activities:

(1) The development of survey instruments, instructions, and training guides

(2) The testing of instruments and the training of interviewers and coders

(3) The actual gathering of data at employment service offices

(4) The evaluation of the data (which forms the body of this chapter).

There were two data gathering instruments and three instructional guides developed. The self-completing questionnaire appended to this report was developed, as noted above, in order to gather simple information from a larger number of people than could be approached individually in interviews. It also served to point out to the ORC team job seekers they might want to interview further. Each of the self-completing questionnaires had a half-page introduction to explain to the respondent why he was being asked to fill out the questionnaire. ORC also developed a one-page, schedule for in-depth interviews. This schedule was quite open ended and was to be filled out by the interviewer as he interviewed the respondent about the details of his experience with want ads. In order to gain maximum information from these two data gathering instruments, ORC developed a detailed instruction guide for interviewers to assist them when they were checking returned questionnaires and conducting interviews. This guide, along with all other materials developed for the job seeker survey, is appended to the report. Since the employment service interviewers were being asked to cooperate in the distribution of the questionnaire, a letter was prepared explaining why their assistance was being requested, what the project was about, and what exactly they were being asked to do. One last document developed for the survey was a detailed editing and coding guide. Since this guide was developed after both the coding of want ads for other sections of the report and the interviewing for this section had taken place, it was able to anticipate and compensate for many of the problems that came up, such as incompatible answers on the questionnaire and multiple or "anything" answers to questions about occupation.

To distribute, administer and check the instruments ORC used staff that was familiar with various aspects of the Want Ad Study. The use of these people reduced the need for extensive training. Training did take place both in staff participation in the testing and revision of the instruments and instruction guides and in a more intensive and formal two-day training period which preceded the teams' trips into the field. On each of the first several afternoons of the field trips, the staff involved met with the project director to critique the day's activities and modify the plans for the following day. This process ultimately resulted in field activity that went more smoothly and efficiently than had been anticipated. That the ORC teams gathered twice as many responses as they had expected to is only one indication of this efficiency.

Once the instruments were developed and the staff was initially trained, the process of data gathering began. The project director contacted the appropriate state employment service officials for clearance, and then met with the managers of each of the three offices in which the survey would be conducted. With these managers the project director arranged for space for the ORC team, set the dates for ORC activities in the particular office, and discussed employment service procedures around which ORC would modify its activities. At these meetings the participation of employment service interviewers and counselors was also arranged. This participation was needed to insure getting responses from seekers in particular occupations who might not appear in the sampling of walk-ins by the ORC team. In all three offices visited there were job order boards open to walk-ins, whether they saw an employment service interviewer or not. The need for ORC to concentrate on this "non-interviewed" group made the cooperation of the employment service interviewers in covering the job seekers they interviewed very important.

During these initial contacts with employment service, it was determined that individual occupation desks did not exist, and that-- for San Francisco -- all jobs listed with the employment service were listed in both offices. Because of this lack of separation, the role of the employment service interviewers became less critical to ORC. Nonetheless, employment service cooperation that extended well beyond that requested by ORC was a major factor in the success of the data gathering effort.

Each of the different offices where the survey was conducted offered different conveniences and obstacles to the ORC team. The San Francisco industrial and service office, where the ORC team was from April 16 to 18, 1973, had heavy traffic. Most of those who came in to look at the job boards never saw an interviewer. There were several different places for job seekers to gather throughout the office, but only one major entrance/exit. The ORC team was able to stay together, but were kept extremely busy distributing, collecting and checking questionnaires. Usually, one of the team would try to concentrate on interviews while the other tried to handle the questionnaires. A problem that arose with only one person handling the questionnaire was that when several would get handed in at once, as often happened in the industrial office, it was not possible to retain each respondent while their questionnaire was being checked. However, there was an extremely high volume of responses, and job seekers in general willingly took the time for both questionnaires and interviews.

The San Francisco commercial and professional office, where the ORC team was on April 23 to 25, 1973, had considerably less traffic. The procedures in this office were more formal, with almost everyone entering having to talk to some employment service personnel. The two sections - - commercial and professional --- were separated, with completely separate entrances. As a result, the team had to split up and only one person was handling both the questionnaires and the interviews for each section. This could have created some serious problems in coverage, but the combination of low numbers of job seekers and particularly helpful assistance by employment service personnel made the experience in this office even more successful than that at the industrial office.

The single Salt Lake City office, which the ORC team visited on April 30 and May 1, 1973, had lighter traffic than either of the San Francisco offices. As a result the team encountered almost no problems in carrying out their activities. The one problem that they did encounter was the reluctance on the part of many Indians using the office to participate in the survey. They represented almost the only minorities to use the Salt Lake office, and their lack of participation is unfortunate.

In all offices the process of data gathering went exceptionally smoothly. Respondents generally took from three to five minutes to fill out the questionnaire, and very few were reluctant to cooperate. Those asked to participate in the additional interview almost invariably agreed and were, if anything, overcooperative. There was a greater problem in terminating interviews than there was in initiating them. One problem that did occur was in the racial coding that was added to the questionnaire form by the interviewer. Occasionally, the employment service interviewers distributing questionnaires neglected to add this code, and the ORC interviewers also sometimes failed in this task when faced with several questionnaires being returned at the same time.

As noted earlier, the process of data analysis involved several steps. First, the questionnaire forms had to be checked for internal consistency. There were several "impossible" combinations of answers that had to be spotted when they occurred and, where possible, corrected through reference to the rest of the information in the questionnaire. Also, questionnaires that did not contain enough identifying information had to be weeded out and discarded.

The coding procedures for the data used the same occupational codes that were developed for the want ad analysis sections of the report. Two problems that had to be dealt with in coding were the need to digitally code open-ended, opinion answers and the need to add categories for multiple occupations and for a variety of "anything" answers to the question: What kind of work are you looking for?

The coded material was then processed, and the results were generally printed out question by question with various cross tabulations being run to pin down additional information for the survey conclusions. The final form of the data is the tables and explanations which make up the body of this chapter.

The survey findings were based primarily on the information provided in the self-completing questionnaire. Table 9-1 breaks down the various sources of the 824 responses to the survey.

TABLE 9-1

Number of Questionnaire Responses Presented by Location and Type of Staff Receiving Reponses

Industrial Office - San Francisco		
HRD Staff	Distributed	100
	Received Responses	35
ORC Staff	Distributed	400
	Received Responses	273
Commercial Office - San Francisco		
HRD Staff	Distributed	200
	Received Responses	106
ORC Staff	Distributed	200
	Received Responses	126
San Francisco Totals		
Distributed		900
Received Responses		540
Salt Lake City Office		
ES Staff	Distributed	200
	Received Responses	106
ORC Staff	Distributed	200
	Received Responses	200
Salt Lake Totals		
Distributed		400
Received Responses		306
Totals for Combined Cities		
Distributed		1,300
Received Responses		846

Feasibility

With regard to the selection of the population for the survey, there were several questions faced by ORC that are relevant to the feasibility of answering the question: How useful are want ads in helping job seekers find jobs? The questions surrounding the choice of the employment service rather than the unemployment insurance office point out some problems. There is, for example, no single place where a fully representative sample of job seekers can be located. In fact, it is not at all clear how a verifiably representative sample could be selected, no matter how many places were surveyed. This problem is compounded if it is desired to stratify the sample to include representatives from all occupational areas. One possible solution might be to interview job holders rather than job seekers. This way a representative, stratified sample might be obtained. But this sample might have to be much too large to handle before it offered a significant number of people who had had experience with want ads. One problem, then, affecting the feasibility of this section of the study is how to move from a non-scientific, pilot-study sample, to a fully-representative stratified sample of job seekers. ORC sees no simple solution to this problem.

The development of instruments and the training of staff presented virtually no problems. The straightforwardness of the data to be collected and the familiarity of the staff with the study resulted in quick and efficient preparation for the gathering of the data.

The collection of the data itself was a little more complex. On the one hand, ORC far exceeded its numerical goals for responses to the questionnaires. On the other hand, the interviewers were not able to approach even close to 100 percent of the job seekers entering the offices on the days of the survey. The limited size of the ORC team, the number of office exits, and the frequent bunching of respondents, combined to produce very spotty coverage of the job-seeking population. However, since there was no intention to reach all of a carefully, and scientifically, selected sample, the loss of this 100 percent coverage was not significant. Another result of the bunching of respondents that was noted earlier was the inability of the ORC team to check all questionnaires. In a more thorough study, however, the cooperation of the employment service personnel and the allocation of more staff and time to a given office would make it possible to get as large a sample of employment service job seekers as might be desired.

Given the simple nature of most of the information gathered in the survey, and taking into consideration the problems noted in the discussion of the evaluation of data above, ORC concludes that there are no real problems in using this method for gathering and evaluating data regarding the usefulness of want ads to job seekers. The one problem area, as noted, is in the selection of a representative and usefully stratified sample of the population of job seekers. In all other areas, this type of survey proved to be successful and efficient.

Findings: Questionnaire

Because job seekers would not be selected from a known and measured universe, it was felt that the size of the sample needed to be as large as possible, within the limits of the budget. For that reason, the questionnaire was designed for self-completion, in minimum time, and was phrased as simply as possible. It asked the respondent to provide up to 11 pieces of information, two of which could be termed identifying - age and sex. Racial coding was provided by an ORC interviewer, by observation only, whenever possible. Occasionally, a respondent left a completed questionnaire at the ORC desk, sight unseen. Though the questionnaire called for respondents to "drop-out" at various points in the schedule, all participants were asked an open-ended opinion question.

This section will first describe the personal characteristics of the sample. Survey results will then be arranged under each question, with comments as indicated. When there is no significant difference between the two cities, only the combined results will be shown. Since respondents often fail to answer every question, each table will provide the number responding to that question. To determine whether the job seekers in the sample are representative of the normal flow of applicants in the employment service offices where the survey was conducted, the ESAR printout for the three offices was obtained. The ESAR table describes the personal characteristics of the total of available applicants, cumulatively, from July 1, 1972, through April 30, 1973 -- a ten-month span. In Table 9-2, the two San Francisco offices - San Francisco industrial and service and the professional and commercial - were combined, and compared to the San Francisco job seeker sample. Table 9-3 makes the same comparison for Salt Lake City.

Data about age and sex is comparable. However, racial data is not comparable for the following reason. ORC coded each respondent once with one of the following codes: white, black, chicano, other nonwhite. The employment service, on the other hand, codes each applicant once by the following ethnic codes: white, Negro, American Indian, oriental, and other. It then recodes all those with Spanish surnames as Mexican American, Puerto Rican, or other. People with Spanish surnames could be drawn from any one of the previously designated ethnic groups.For that reason, the employment service "white" and "other" categories particularly would contain a larger percentage of the total than would the ORC "white" and "other" categories.

An attempt was made to obtain the occupational distribution of the local office applicants, but this information is not available except for the total SMSA.

TABLE 9-2

Personal Characteristics of San Francisco Job Seekers Sample and Employment Service Applicants

(Percentage Distribution)

	Job Seeker Sample	ES Available Applicants[a]
Total Sample (Number)	540	48,429
Age - (Total number responding)	531	48,429
Total	100.0%	100.0%
Under 22	13.6	10.6
22-39	58.9	63.4
40-44	7.6	6.9
45-54	10.9	11.3
55-64	7.6	5.8
65 +	1.5	2.0
Sex (Total number responding)	(540)	(48,429)
Total	100.0%	100.0%
Male	64.3	61.1
Female	35.7	38.9
Race (Total number responding)	(491)	
Total	100.0%	--
White	67.4	--
Black	14.3	--
Chicano	11.4	--
Other Non White	6.9	--
Race - ES Applicants		(48,429)
Total	--	100.0%
White	--	72.0
Black	--	15.6
Other Non White	--	12.3
Spanish Surname		7.2

[a] Total available applicants for San Francisco Industrial and Commercial offices, cumulative from 7-1-72 through 4-30-73. ESAR's.

TABLE 9-3

Personal Characteristics of Salt Lake City Job Seekers Sample and Employment Service Applicants

(Percentage Distribution)

	Job Seeker Sample	ES Available Applicants[a]
Total Sample (Number)	306	54,496
Age - (Total Number Responding)		54,496
Total	306	100.0%
Under 22	37.3	34.8
22-29	48.1	45.7
40-44	3.6	5.0
45-54	7.2	8.2
55-64	3.9	4.5
65 +	0	1.8
Sex (Total Number Responding)	306	54,496
Total	100%	
Male	68.6	61.4
Female	31.4	38.6
Race (Total Number Responding)	293	
Total	100.0%	-
White	94.2	-
Black	1.0	-
Chicano	2.0	-
Other Non White	3.0	-
Race - ES Applicants		54,495
Total	-	100.0%
White	-	95.0
Black	-	1.3
Other Non White	-	3.7
Spanish Surname		7.4

[a] Total available applicants for Salt Lake office cumulative from 7-1-72 through 4-30-73. ESAR's.

Two comparisons can be made from Tables 9-2 and 9-3:

(1) The study sample can be compared to the employment service clientele, and

(2) the personal characteristics of the job seeker sample can be compared between cities.

In examining the San Francisco comparison with employment service data, the only category that exceeds a four percent difference is the under-representation in the sample of the 22 to 39 age group which apparently shifted to the under 22 group. In both San Francisco and Salt Lake City, men are over-represented in the sample. An imbalance, which may be attributable to a greater reluctance on the part of women to take the time to complete the questionnaire. As already noted, in Salt Lake City, the only category that exceeds a three percent difference is in the male-female ratio.

Though the racial data are not precisely comparable, the white, black comparison in Salt Lake City is precise. In San Francisco, as predicted, the white percentage in the employment service figures is higher than in the ORC figures because of the distribution of chicanos. However, the black designation would be least affected by this difference in coding, and the percentage of black applicants in the employment service is very close to black representation in the sample. With the exceptions noted, it can be said that the sample in both cities approximates the usual flow of traffic in the employment service offices.

The comparison between Salt Lake City and San Francisco shows clearly that the Salt Lake sample consists of a far younger, whiter group of people which is also true when comparing the employment service data from both cities. However, the high incidence of under 22 in the Salt Lake sample may be partially explained by the fact that the Salt Lake survey took place on April 30 and May 1, 1972, two weeks after the beginning of the survey period in San Francisco. The time difference may have incorporated the beginning of the presummer job seeking efforts by young people.

That few minority group members come through the doors of the Salt Lake employment service office is reflected in the sample and the employment service statistics. Besides being indicative of the incidence of minorities in the population it could also reflect the relationship of the minority community to the employment service.

Question: "What Kind of Work Are You Looking for Now?"

Where possible, responses were coded according to the occupational codes established for the entire newspaper want ad project. However, people looking for work are far less apt to limit themselves to an occupational choice than are labor market researchers. Of the 785 who answered that question in the two cities, 131 said "anything" or listed a variety of occupations or kinds of jobs. The coding problem was resolved in the following manner: If the statement "anything" was on a questionnaire that provided any other clues to help establish at least a major occupational group, the return was coded for that first cut and appears in the tables within the appropriate occupational group. Of the 131 who said "anything" 49 were so distributed. Of the 131, 44 provided no such clue and were coded in a general "anything" category. Multiple responses that indicated a single major occupational group were coded for that occupational group, but if the multiple responses included more than one group, the occupation was given an "anything, multiple" code. Of the 131, 38 were so coded.

The "anything" category shown in most tables combines "anything, multiple" and "anything, single." In San Francisco, the combined total is 63, and in Salt Lake, it is 17. One outstanding characteristic about the "anything" group is its youth. In Salt Lake, 16 out of 17 are under 25. In San Francisco, this is true of 31 out of 63.

Table 9-4 compares the occupations sought by the job seekers, by city.

TABLE 9-4

Occupations Sought by Respondents by City and Combined

(Number and Percentage Distribution)

	San Francisco		Salt Lake		Combined	
	Number	Percent	Number	Percent	Number	Percent
Number Responding	519	100.0%	266	100.0%	785	100.0%
Professional	71	13.7	35	13.2	106	13.5
Mgr/Adm/Director	24	4.6	15	5.6	39	5.0
Clerical	174	33.5	61	22.9	235	29.9
Sales	32	6.2	13	4.9	45	5.7
Service	73	14.1	20	7.5	93	11.9
Blue-collar/Skilled	50	9.6	49	18.4	99	12.6
Blue-collar/Other	32	6.2	54	20.3	86	11.0
Anything-Single	29	5.6	15	5.7	44	5.6
Anything-Multiple	34	6.5%	4	1.5%	38	4.8%

The occupational mix of each city in the sample seems to mirror the differences in the labor market, especially as expressed in the higher percentage of people seeking clerical, sales and service work in San Francisco. The wide differences between cities in the representation of blue collar occupations among job seekers also expresses the limited use made of the employment service by heavily unionized blue collar workers in San Francisco. In examining the occupational distribution by sex, one interesting contrast emerged: In San Francisco, 24.0 percent of all male job seekers are looking for clerical work. This is the largest occupational group of male job seekers. In Salt Lake City, only 5.4 percent of the males are seeking clerical work - the smallest male occupational group.

An attempt was made to obtain current labor market information about the occupational distribution either of the local work force or the local unemployed for comparative purposes but the information is unavailable. The sample cannot be compared occupationally to any known data. Census data, for example, arrays occupations differently and is not comparable.

Question: "Approximately How Long Have You Been Looking for Work?"

The question was posed in order to describe the characteristics of the sample and to examine the possible relationship of length of unemployment with use of and attitudes towards want ads. Table 9-5 compares length of unemployment of the Salt Lake sample to that of the San Francisco sample.

Job seekers sampled in the Salt Lake area have had a much shorter period of unemployment than job seekers in San Francisco in every occupation. It would be of interest, but beyond the scope of this study, to determine whether this wide difference in length of unemployment is characteristic of the areas or unique for this sample. In Salt Lake, 71.6 percent of the respondents were unemployed one month or less compared to 47 percent in San Francisco. The blue collar workers in the San Francisco sample appear to have the greatest difficulty obtaining work.

TABLE 9-5

Length of Unemployment - Overall and by Occupation

(Number and Percentage Distribution)

San Francisco

	Number of Responses	Under 1 Week	1 Month	2 Months	2 Months/Over
Total Responses	511 (100%)	4.1	42.9	18.8	34.2
Occupations:					
Professional	69 (100%)	7.3	37.7	18.8	36.2
Mgrs/Admn/Dirs	22 (100%)	-	54.6	13.6	31.8
Clerical	165 (100%)	4.2	45.5	22.4	27.9
Sales	31 (100%)	9.7	22.6	25.8	41.9
Service	68 (100%)	7.3	47.1	19.1	26.5
Blue Collar, Sk	46 (100%)	2.2	39.1	8.7	50.0
Blue Collar, Oth	32 (100%)	-	40.6	12.5	46.9
Anything	62 (100%)	-	48.4	19.4	32.2
		Salt Lake City			
Total Responses	301 (100%)	14.3	57.2	13.9	14.6
Occupations:					
Professional	35 (100%)	20.0	45.7	25.7	5.7
Mgrs/Adm/Dir	15 (100%)	13.3	53.3	6.7	26.7
Clerks	61 (100%)	16.4	63.9	9.8	9.9
Sales	13 (100%)	-	69.2	23.1	7.7
Service	19 (100%)	15.8	52.6	5.3	26.3
Blue Collar, Sk	48 (100%)	14.6	56.2	10.4	18.8
Blue Collar, Oth	53 (100%)	13.2	56.6	13.2	17.0
Anything	17 (100%)	5.9	58.8	23.5	11.7

An examination of the racial composition of the sample in relation to length of job search is revealing. Table 9-6 gives the racial composition of those who have looked for work three months or more.

TABLE 9-6

Job Search: Three or More Months by Race and City

(Number and Percentage Distribution)

	SAN FRANCISCO			SALT LAKE		
	Total Response	Job Search-3 Mo+ No.	Job Search-3 Mo+ %	Total Response	Job Search-3 Mo+ No.	Job Search-3 Mo+ %
White	314 (100%)	97	30.9	272 (100%)	38	14.0
Black	65 (100%)	36	55.4	3 (100%)	0	0
Chicano	54 (100%)	20	37.0	4 (100%)	1	25.0
Other Non White	32 (100%)	7	21.9	9 (100%)	2	22.2

Respondents were asked to check all appropriate answers among the following: public employment service; want ads; direct contact with employers; private employment agencies; unions or professional associations; other (friends, relatives, school). Both present and past tense were used in the question in order to include those respondents whose unemployment began on the day of the survey.

TABLE 9-7

Method of Job Search, By City

(Percentage Distribution)

	San Francisco	Salt Lake
Total Responses	540 - 100%	306 - 100%
Employment Service	97.8	87.3
Want Ads	83.7	78.1
Employer Contact	65.9	68.0
Private Agency	40.6	26.1
Unions, Professional Associations	22.4	10.5
Other (friends, relatives, schools)	57.8	59.8

Responses from the two cities reflect the differences in the labor markets and the job search mechanisms that exist in each. As was clearly indicated in the content study, private agencies play a much more important role in San Francisco than in Salt Lake, as do unions. Judging by the distribution of occupations in the Salt Lake want ads, it was hypothesized that more job seekers would be inclined to use want ads as part of the search in Salt Lake than in San Francisco. However, by a small percentage, the reverse is true. It should be remembered, though, that the sample represents only those job seekers who use the employment service, and the relationship of the employment service to its clientele in each city and its ability to adequately serve the job seeker may be determining factors in regard to the degree to which other methods are used.

Table 9-8 isolates the want ad method from the other job search methods and examines the responders by various characteristics.

TABLE 9-8

Use of Want Ads in Job Search by Major Occupational Groups, Sex, Race, Age and By City

(Total Number and Percentage Distribution)

	SAN FRANCISCO		SALT LAKE CITY	
	Number (100%)	Percentage Using Ads	Number (100%)	Percentage Using Ads
Total Responses	540	83.7	306	78.1
Occupations:				
Professional	71	88.7	35	71.4
Mgrs/Adm/Drs	24	100.0	15	86.7
Clerical	174	81.6	61	86.9
Sales	32	93.8	13	84.6
Service	73	75.3	20	65.0
Blue Collar, Skilled	50	86.0	49	77.6
Blue Collar, Other	32	87.5	54	85.2
"Anything"	63	87.3	17	70.6
Sex (Known)				
Male	347	84.8	210	75.2
Female	193	81.9	96	84.4
Race (Known)				
White	331	90.9	242	81.5
All Non White	160	68.1	15	47.1
Age (Known)				
Under 25	161	83.9	170	77.1
Over 25	370	84.1	134	79.1

The table provides some unexpected data. Generally, San Francisco job seekers Checked "want ads" approximately 5 percent more than Salt Lake respondents did. The inexplicable response, however, is from the blue collar workers. The overview studies indicate that the percentage of blue collar jobs, skilled and unskilled, advertised in the paper, is half as great in San Francisco as it is in Salt Lake. Yet, approximately 87 percent of a comparatively high number of blue collar workers in the job search sample from San Francisco have checked want ads as a job search method. In Salt Lake City, only 81 percent of the blue collar workers checked "help-wanted ads." It is also difficult to understand the responses of the clerical workers. The want-ad columns in San Francisco are heavily permeated with clerical occupations. Approximately a quarter of the occupations in the ads are clerical. In Salt Lake, only 13 percent are clerical. Yet a smaller percentage of clerical job seekers checked the want-ad block of the questionnaire in San Francisco than in Salt Lake. It is also surprising that less females than males use the want ads in San Francisco. The reverse is true in Salt Lake City.

All of the foregoing assumes that job seekers will use want ads in direct relationship to the degree to which the ads serve their needs. It may be, however, that other considerations which are not necessarily examined by this study, are more operative in influencing the response to this survey question. These considerations may relate to the job seeker's experience with the poor quality of jobs advertised consistently, the effectiveness and abundance of alternative job matching mechanisms in the community, and the degree to which the jobs in the want ads are controlled by private employment agencies. It may also be that when the question is posed in a somewhat generalized manner which includes the future intent of the respondent, in an employment service office where there is some awareness of the unemployment insurance demand for an active job search, the tendency exists to check as many available job sources as possible.

Even with that possibility, Table 9-8 leaves no doubt about the fact that nonwhites do not consider the want ads as a potential job source for them in either city to the same degree that whites do.

Question: "Prior to Your Present Job Search, Did You Have Occasion to Look for Work in the Past Five Years?"

This question, together with the following one, served to reduce the sample by defining those respondents who had occasion to change jobs within a limited time period. In San Francisco, 73.5 percent of the 536 who answered the question said "yes." In Salt Lake City, 64.2 percent of the 304 who responded, said "yes."

Question: "Did You Ever, in the Past Five Years, Respond to Any Jobs Listed in the Help-Wanted Column of Any Newspaper?"

This question, framed for specificity and time, altered the picture considerably from the more generalized, check-marked response called for in the earlier use of want-ads question (Table 9-9).

TABLE 9-9

Past Use of Want Ads by Major Occupational Groups, Sex, Race, Age, and by City

(Percentage Distribution and Totals)

	No. Resp.	San Francisco		No. Resp.	Salt Lake City	
	(100%)	Yes (%)	No	(100%)	Yes (%)	No
Age						
Total Responses	534	66.3	33.7	304	69.8	30.2
Under 25	158	67.0	33.0	168	68.1	31.9
Over 25	367	66.2	33.8	134	71.6	28.4
Sex						
Male	344	65.4	34.6	209	69.9	30.1
Female	190	67.9	32.1	95	69.8	30.2
Race						
White	329	72.0	28.0	275	72.4	27.6
Black	69	60.9	39.1	3	100.0	
All Non White	156	53.2	46.8	17	52.9	47.1
Occupations, Major						
Professional	70	74.3	25.7	35	74.3	25.7
Mgrs/Adm/Directors	24	75.0	25.0	15	74.3	26.7
Clerical	173	63.0	37.0	61	68.9	31.1
Sales	32	81.3	18.8	13	76.9	23.1
Service	11	63.4	36.6	20	50.0	50.0
Blue Collar, Skilled	50	62.0	38.0	48	66.8	31.3
Blue Collar, Other	30	66.7	33.3	54	70.4	29.6
Total Known Occupations	390			246		
Anything	63	61.9	38.1	13	76.5	23.5

Selected Largest Occupations -
In Order of Size - SAN FRANCISCO

	No. Resp. (100%)	Yes (%)	No
Office Occupations	75	69.3	30.7
Construction & Auto Mech.	26	65.4	34.6
Restaurant Occupations	23	65.2	34.8
Managers	20	75.0	25.0
Sales	18	94.4	5.6
Bookkeeping Occupations	18	50.0	50.0
Machinists, Mechanics	18	50.0	50.0
Unskilled	12	75.0	25.0
Accountants	11	72.7	27.3
Engineers	10	70.0	30.0
Total	231		

59.2% of total known occupations

Table 9-9, Continued

Selected Largest Occupations - In Order of Size - SALT LAKE	No.Rsp. (100%)	Salt Lake City Yes %	No
Construction & Auto Mech	32	71.9	28.1
Unskilled	28	75.0	25.0
Office Occupations	25	60.0	40.0
Transportation Occupations	22	68.2	31.8
Machinists, Mechanics	15	60.0	40.0
Managers	12	83.3	16.7
Salesmen	11	72.7	27.3
Total	145		

58.9% of total known occupations

When asked historically and specifically, considerably fewer respondents indicated that they had, in fact, used want ads, than when asked generally. Salesmen and managers use want ads more than any other group.

Question: "What is Your Opinion About Help-Wanted Ads as a Tool for Finding Work?"

A preliminary examination of the responses made it possible to group answers by general categories, and each statement made by a single respondent was appropriately coded so that it was possible for a single questionnaire to have a variety of codes applied. When the fine point coding was completed, an overall single code was applied. If all of the opinions expressed were positive, the response was given an overall positive code. When all the opinions were negative, a single negative code was applied. A combination of negative and positive opinions were coded as "equivocal."

Before the description of the variety and distribution of reasons offered by the job seekers for their approval or disapproval of want ads is presented, Tables 9-10 and 9-11 provide the overall opinions of job seekers by occupation and city. Since most of the groupings by age, sex, and race are in close agreement on the percentages of positive, negative and equivocal answers, Tables 9-10 and 9-11 will list only those groupings that vary more than 3 percent from the general opinion percentages.

TABLE 9-10

Opinions of Ads - San Francisco by Characteristics and Occupation

(Totals and Percentage Distribution)

	Number of Responses (100%)	Percentage Distribution		
		Positive	Negative	Equivocal
Total	447	32.4	53.1	14.5
Under 25	139	26.6	54.7	18.7
Black	58	25.8	62.1	12.1
Chicano	39	35.9	53.9	10.2
Other nonwhite	20	60.0	35.0	5.0
Professional	66	30.3	56.1	13.6
Mgrs/Admin/Dir	20	25.0	55	20.0
Clerical	137	37.2	52.6	10.2
Sales	28	32.2	46.4	21.4
Service	59	28.8	62.7	8.5
Blue Collar, Skilled	41	39.0	46.3	14.6
Blue Collar, Other	24	33.3	37.5	29.2
Anything	54	24.1	51.9	24.1
Selected Large Occupations that Vary from Norm				
Office Occupations	63	39.9	57.1	3.1
Construction	24	29.2	58.3	12.5
Managers	17	29.4	47.1	23.5
Restaurant Occ.	17	23.5	58.8	17.7
Bookkeeping Occs.	14	57.1	35.7	7.1
Machinists, Mechanics	13	69.2	23.1	7.7
Accounting Occs.	11	18.2	63.6	18.2
Engineering	10	70.0	30.0	-

It is difficult to interpret why office occupations, bookkeeping clerical occupations, machinists and engineers are more inclined towards a positive opinion of want ads than the others. Since accounting occupations are well represented in the want ads, the unusually low regard of want ads by accountants is incomprehensible. however, it does begin to suggest that there is no particular relationship between the high incidence of want ads in an occupation and the opinions of ads held by job seekers. In fact, it is possible that many of the positive responses were made by individuals who themselves had little contact with ads and were giving a social view of the value of ads rather than reflecting their own personal experience. It would appear that the closer the experience, exposure and dependence a particular occupational group has on the use of want ads, the more inclined they are to equivocation and negative responses.

TABLE 9-11

Opinon of Ads - Salt Lake City by Characteristics and Occupations

(Total and Percentage Distribution)

	Number of Responses (100%)	Percentage Distribution		
		Positive	Negative	Equivocal
Total Responses	265	43.8	41.9	14.3
Under 25	148	48.6	39.2	12.2
Over 25	115	38.3	44.4	17.4
Females	87	47.1	35.6	17.3
Occupations				
Professional	30	33.3	50.0	16.7
Mgrs/Adm/Dir	14	35.7	50.0	14.3
Clerical	56	48.2	33.9	17.9
Sales	13	53.9	46.1	-
Service	17	35.3	52.9	11.8
Blue Collar Skilled	39	35.9	51.3	12.8
Blue Collar Other	47	48.9	36.2	14.9
Anything	14	50.0	42.9	7.1
Selected large occupations that vary from norm				
Construction	26	38.5	50.0	11.5
Unskilled	24	58.3	37.5	4.2
Machinists	12	33.3	50.0	16.7
Managers	11	36.4	54.6	9.1

The Salt Lake job seeker approves of want ads 11.4% more than does the San Francisco job seeker. Unlike San Francisco, where young people under 25 have a pervasively poor opinion of ads, the young people in Salt Lake have a 5% higher than average response to ads. The women in Salt Lake find the ads less valuable than the average. People seeking clerical, sales, blue collar, unskilled and "anything" find the want ads more attractive than others.

The relationship between job seekers' opinions about want ads and their experience in searching for work is explored in Table 9-12.

TABLE 9-12

Opinions of Want-Ads by Job Search Experience, by City

(Totals and Percentage Distribution)

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	SAN FRANCISCO				SALT LAKE CITY			
		Opinions				Opinions		
	Total Number of Responses (100%)	Pos.	Neg.	Equiv.	Total Number of Responses (100%)	Pos.	Neg.	Equiv.
All Respondents	447	32.4	53.1	11.0	265	43.9	41.9	14.3
Length of Unemployment								
Job Search 3 mos. or less	329	34.9	51.1	14.0	231	45.5	39.0	15.6
Job Search over 3 mos.	90	22.9	60.4	16.7	30	33.3	60.0	6.7
Method of Job Search								
Want Ads	393	33.3	50.9	15.8	214	45.3	37.9	16.8
Private Agencies	195	30.2	55.4	14.4	73	35.6	52.1	12.3
Did you Look for work in Past 5 Years								
Yes	349	30.1	53.6	16.3	215	41.4	42.8	15.8
No	96	40.6	51.1	8.3	49	55.1	36.7	8.2
Did you respond to a Want Ad								
Yes	337	31.8	51.0	17.2	194	43.3	39.7	17.0
No	106	33.0	60.4	6.6	70	44.3	48.6	7.1
Did you find any job through Ad								
Yes	118	50.9	27.1	22.0	80	60.0	21.2	18.8
No	208	20.7	64.4	14.9	109	30.3	53.2	16.5

The longer a person is unemployed in both cities, the less kindly he regards the want ads. Even in Salt Lake, the negative opinions rise to 60.0% after three months of unemployment. When opinions are related to the method of job search, it can be seen that even among those who checked want ads as a method of looking for work, 55.4% in San Francisco and 37.9% in Salt Lake expressed negative opinions.

Table 9-12 tends to support the conjecture that positive and negative opinions are inversely related to exposure to and use of ads. This conjecture is supported by an examination of opinions in relation to whether the person has looked for work in the past five years. Among those who answer "No", 40.6% in San Francisco and 55.1% in Salt Lake had positive opinions about ads. Obviously, those opinions were not based on a personal experience with ads. On the other hand, only 30.1% of those individuals who did look for work in San Francisco expressed positive opinion and 41.4% in Salt Lake. The decrease in positive opinions is balanced primarily by an increase in the number of equivocal opinions.

It is, of course, true that a person who does not actually respond to an ad may have scanned the ads and formed either a negative or positive opinion based on his perception of the potential value for him.

As would be expected, a clear relationship between opinion and reality can be found in the degree of actual success in finding a job through a want ad. Among those who found jobs, 50.9% in San Francisco and 60.0% in Salt Lake had positive opinions. Of those who didn't find a job through ads, only 20.7% in San Francisco and 30.3% in Salt Lake had positive opinions.

Table 9-13 provides a summary of responders to the opinion of want ads question.

TABLE 9-13

Opinion of Want-Ads, by City and by Type of Response Given

(Number and Percentage Distribution)

	San Francisco		Salt Lake	
	Number	Percent	Number	Percent
Total Sample	540	100.0	306	100.0
Number responding	447	82.8	265	86.6
No responses	93	17.2	41	13.4
Responses given	447	100.0	265	100.0
Negative opinion, no reason offered	38	8.5	10	3.8
Positive opinion, no reason offered	83	18.6	78	29.4
Responders giving reasons	326	72.9	177	66.8

It should be noted that a much higher percentage of responders in Salt Lake gave blanket approval of ads without providing explanations than did responders in San Francisco. Because many individuals gave a variety of reasons for their opinions, there are more opinions in the next table than there are responders. In San Francisco, 326 individuals gave 399 codable reasons for their opinions. In Salt Lake, 177 individuals gave 213 codable reasons for their opinion. Table 9-14 categorizes and describes, by number and percentage, the 612 reasons offered by these 503 individuals. These are broken down into as many categories as is possible in order to retain as many of the nuances of the responses as is feasible.

TABLE 9-14

Reasons for Opinions about Ads, by City

(Percengage Distribution)

	San Francisco	Salt Lake City
Reasons Given, number	399	213
Reasons, Given, percent	100%	100%
Negative Reasons:		
Objections to Ad itself:		
1. Inadequate information regarding job, requirements or employer	8.8	10.8
2. Misleading, false advertising, "come-on"	13.0	7.5
3. Poor organization and stratification in paper. Repeated identical jobs	5.3	5.6
4. Dominated by private agencies throughout	1.3	9.9
Objections to Process of responding ad:		
5. No response or reaction from employer	5.5	1.9
6. Time and Money wasted	4.0	3.2
7. Position always filled, too many responses. Too much competition	16.8	7.5
Objections to Jobs listed:		
8. Occupations, skills & experience too high	9.3	3.3
9. Job low paid, poor quality	3.3	9.4
10. Individual testimonial - doesn't represent skills and needs of individual	3.8	13.2
11. Jobs present problems of age, transportation, race, residency restrictions	5.3	2.8
12. Miscellaneous; prefer alternate job search mechanism, better in other cities, etc.	4.5	1.9
Total Negative	81.0	77.0
Positive Reasons		
13. Facilitates job search: cost, time, convenience leads, broader contacts	9.8	8.5
14. Personal testimonial - worked for individual	3.0	6.0
15. Miscellaneous: Motivates, provides free choice, better than other ways, value to newcomers in area.	6.3	8.5
Total Positive	19.0	23.0

Many of the reasons given for opinions expressed, and the differences between cities, finds considerable corroboration in other parts of the study. For example, the content study clearly established the meagerness of information about the identity of employers, the wages and other pertinent job factors, contained in the ad. This is reflected in reason no. 1.

The difficulty of pinning down and defining misleading and false advertising in the want ads is discussed in Chapter 2 of this study. Nonetheless, reason no. 2 indicates that a considerable number of people in the sample feel that ads are misleading.

The difficulties encountered by ORC coders in the unreliability of column headings and the general sense of disordered information is expressed by job seekers in reason no. 3. Reason no. 3 further verifies the duplication study within the content section which pointed up the repetition of jobs and employers in the newspapers.

Job seekers obviously object to the policy change in the Salt Lake paper which distributes the agency ads throughout the columns. Reason no. 4 indicates that a significant number of Salt Lake respondents are irritated by this change.

The greater number of responses in San Francisco in reason no. 5 is corroborated by the content study findings that San Francisco has a far greater number of Box number ads than does Salt Lake City.

A number of aspects of the study corroborate the fact that reason no. 7 is given by over twice as many responders in San Francisco than in Salt Lake. In the user study, for example, employers reported that more than twice as many individuals responded to each want ad in San Francisco than in Salt Lake. The hypothesis that a smaller labor force is exposed to a higher percentage of total job openings through the Salt Lake want ads is strengthened by the less frequent mention of excessive competition as a negative factor (reason no. 7) in Salt Lake.

The combination of responses in reasons 8 and 9 is also clearly corroborated by the study. Reason no. 9 got almost the exact reverse of the distribution, by city, of responses giving reason no. 8. The overview and content study established the meagerness of blue-collar jobs in the San Francisco papers. Only 8% of the ads can be so designated. This must be set against the fact that the San Francisco job seekers sample includes 15.8% individuals seeking blue collar work as well as 12% who said "anything," of which half were young and could be presumed to be seeking unskilled work. It is, therefore, understandable that there would be a much higher percentage of responses objecting to the high level of the advertised jobs in San Francisco.

On the other hand, in Salt Lake City, 41% of the respondent sample were seeking clerical, managerial and professional work. This compares with the fact that only 25.4%of the ads in Salt Lake City are in these same three occupations. It is therefore, also understandable that there would be a much higher percentage of responses objecting to the low level of advertised jobs in Salt Lake.

In summary, the opinions expressed by the respondents in the job survey confirm many of the objective findings, and the objective examination of want ads serve to confirm the validity and thoughtfulness of the responses.

Question: "Approximately How Many Jobs Have You Found in the Past Five Years"?

Survey questionnaire had instructed all those who had never responded to a help wanted ad to terminate their responses after expressing their opinion, and to return the questionnaire to the ORC interviewer. In San Francisco, 354 out of the initial 540 qualified to answer the remaining questions. In Salt Lake 213 out of the initial 306 could continue.

The question above was designed to delineate jobs found from jobs held and to establish a firm figure of the number of times the survey sample had occasion to use any kind of job getting mechanisms with a given time frame.

TABLE 9-15

Number of Jobs Found in Five Years, by City

	San Francisco	Salt Lake	Combined
Number of individuals responding	342	203	545
Number of jobs found	1211[a]	975[a]	2186[a]
Ratio of individuals to job	1:3.5	1:4.8	1:4.0

[a] These figures represent a slight undercount because four individuals stated that they couldn't remember how many jobs they obtained. Each of the four was counted only once.

Question: "Did You Get Any of These Jobs Through the Use of Want Ads?"

It must be remembered that, by definition, all of the individuals who responded to the above question did, indeed, use want ads within the same time period because non users were eliminated. The answers of those who had not responded to a want ad were considered inapplicable and are not reflected in Tables 9-16-9-18.

TABLE 9-16

Jobs Obtained through Ads, by City and Combined

(Number and Percentage Distribution)

	San Francisco		Salt Lake		Combined	
Total Response	342	100%	204	100%	546	100%
Yes	126	36.8	90	44.1	216	39.6
No	216	63.2	114	55.9	330	60.4

TABLE 9-17

Jobs Obtained Through

Want Ads by Characteristics

(Number and Percentage Distribution)

	San Francisco		Salt Lake City		Combined	
	Total Resp.	Percent "Yes"	Total Resp.	Percent "Yes"	Total Resp.	Percent "Yes"
	100%		100%		100%	
Male	222	35.6	139	41.0	361	37.7
Female	120	39.2	65	50.8	185	43.2
White	228	41.2	192	44.3	420	42.6
Black	39	15.4	3	0	42	14.3
Chicano	28	21.4	4	75.0	32	28.1
Other non-white	15	46.7	2	0	17	41.2

TABLE 9-18

Jobs Obtained Through

Want Ads by Occupation and by City

(Number and Percentage Distribution)

	San Francisco			Salt Lake City			Combined		
	Freq.of Occu.	No. Jobs	%	Freq.of Occu.	No. Jobs	%	Freq.of Occu.	No. Jobs	%
Total	156	229[a]	100.0	104	176[a]	100.0	260	405[a]	100.0
Profess.	20	22	9.6	5	12	6.8	25	34	8.4
Mgs/Adm/Dir	5	7	3.1	1	1	0.6	6	8	2.0
Clerical	44	66	28.8	14	16	9.1	58	82	20.3
Sales	20	24	10.5	18	28	15.9	38	52	12.8
Service	35	55	24.0	26	37	21.0	61	92	22.7
Blue Collar Sk.	12	22	9.6	16	23	13.1	28	45	11.1
Blue Collar Other	20	33	14.4	22	57	32.4	42	90	22.2
Other	-	-	-	2	2	1.1	2	2	.5

[a] These totals represent a small undercount. In San Francisco, 8 individuals pro-

vided the occupation in which they obtained a job, but failed to state how many jobs. In Salt Lake, this occurred with 6 individuals. Each response was counted as one job in that occupation.

The occupations in which jobs were obtained through want ads do not agree with the occupational distribution of ads or of the job seeker sample. In San Franicsco, for example, 48% of all the jobs obtained by respondents through want ads were in blue collar and service occupation. Only 29% of the job seeker sample were looking for work in such occupations at the time of the survey.

Table 9-19 provides some insight into the occupational mobility of the job seeker.

In examining the value of want ads to job seekers, the assumption is inherent that the value would be greater if there were a closer match between the occupations in the want ads and the occupations of the job seekers. Viewing this movement by individuals between occupations within a five year period raises a serious question about the validity of the assumption. If it were possible to extend this sample of Employment Service users to the general population, the indication would be that people are not inclined to "stay put" occupationally. One implication of this hypothesis is that there should be concern about the practices of the employment service in assigning an occupational code to an individual, and thus, freezing the person and limiting his exposure to other work.

TABLE 9-19

Occuaption in the Past Compared to Jobs being Sought, both Cities Combined

(Frequency Distribution)

Occupations Currently Sought by Respondents[a]	Jobs Obtained by Respondents in Past, through Ads[b]							
	Prof.	Mgr/Ad/D	Cler	Sales	Ser	BCS	BCO	Other
Professional (31)	21	3	3	8	4	0	3	
Managerial (8)	3	2	3	12	4	3	0	
Clerical (57)	0	1	61	10	6	2	12	1
Sales (16)	0	0	3	15	4	1	0	
Service (21)	1	4	3	3	31	0	4	
Blue Collar Skilled (26)	1	1	1	3	6	28	11	
Blue Collar other (25)	8	0	0	7	14	6	43	
Anything (14)	0	0	5	3	13	2	1	1

[a] Number with known occupations who found jobs through want ads. Numbers in parenthesis indicate number of persons responding.

[b] Figures do not reflect total jobs found due to "Unknown" code for number of jobs.

It would appear that this study is now in a position to answer the basic research question: To what degree are want ads useful to job seekers? Table 9-20 provides a statistical summation of the foregoing material.

TABLE 9-20

Usefulness of Want Ads to

Job Seekers by City

(Number and Percentage Distribution)

	San Francisco		Salt Lake City		Combined	
	Number	Percent	Number	Percent	Number	Percent
People						
Total Sample	540	100	306	100	846	100
Respondents who used want ads in past five years	354	65.6	213	70.6	567	66.1
Respondents who obtained jobs through ads in past five years	126	23.3	90	29.4	216	25.5
Transactions						
Jobs obtained by want-ad users in five years	1211	100	975	100	2186	100
Jobs obtained through want ads in five years	229	18.9	176	18.1	405	18.5
Ratio of total sample to jobs obtained through want ads	1:0.4		1:0.6		1:0.5	

Want ads are useful to Salt Lake City individual job seekers approximately 6% more than they are to San Francisco job seekers. Overall, it appears that want ads provide a job value to approximately 25% of that job seeking public that uses the public employment service. In both cities, 18% of the job transactions of that population during the five year period are a result of the use of want ads.

FINDINGS: INTERVIEW

A small sample of respondents was selected for interviewing by ORC staff in order to isolate specific instances when the person applied for a job through an ad, and to probe those experiences.

The factors that determined the selection of the sample were:

(1) Respondent had indicated on the questionnaire that he had used want ads within the past five years.

(2) Respondent was willing to take the extra time.

(3) ORC interviewer was free from accepting and handing out regular questionnaires.

An initial effort was made to select respondents by a predetermined number from each occupational group, but this was abandoned when it proved to be unfeasible.

The purposes of the additional interview were twofold: (1) to explore the feasibility of dissecting the actual process and problems involved in responding to an ad, and (2) to test the validity of the more generalized responses in the questionnaire as well as other aspects of the study.

Since all of the data on the basic questionnaire has already been extracted and described, Table 9-21 will provide a continuous profile of the respondents in this study, for the purpose of providing a matrix for the findings.

TABLE 9-21

Profile Responses to all Job Seeker Interview Questions, by City

(Percentage Distribution)

	SAN FRANCISCO		SALT LAKE CITY	
Category	Total Resp.	Percentage Distrib.	Total Resp.	Percentage Distrib.
Age	64	100.0	34	100.0
Under 25		25.0		38.2
25 and over		75.0		61.8
Sex	64	100.0	34	100.0
Male		65.6		79.4
Female		34.4		20.6
Race	58	100.0	34	100.0
White		86.2		91.2
Non-white		13.8		8.8
Occupations sought	58	100.0	31	100.0
Professional		27.6		19.4
Mgr/Adm		10.3		12.9
Clerical		15.5		19.4
Sales		13.8		6.5
Service		19.0		3.2
Blue Collar, Skill		8.6		9.7
Blue Collar, Other		5.2		22.6
Anything		0		6.5
Length of Job Search	61	100.0	34	100.0
2 months or less		63.9		88.2
3 months or more		36.1		11.8
Method of Job Search	252	100.0	119	100.0
Public ES (58)	(Multiple responses from 61 people)	23.0	(28)	23.5
Want Ads (62)		24.6	(32)	26.9
Direct Contact (45)		17.9	(23)	19.3
Private Agency (33)		13.1	(14)	11.8
Union Assoc. (16)		6.3	(2)	1.7
Other (38)		15.1	(20)	16.8

Table 9-21 Continued

	SAN FRANCISCO			SALT LAKE CITY	
Category	Total Resp.	Percentage Distrib.		Total Resp.	Percentage Distrib.
Prior to present job search, did you look for work in past 5 years?	63	100.0		34	100.0
Yes		79.4			82.4
No		20.6			17.6
Did you get a job through an ad?	62	100.0		29	100.0
Yes		45.2			48.3
No		54.8			51.7
Number of jobs obtained through ads:					
64 people	38 dropped[a]	100.0	34 people	53 dropped[a]	100.0
Professional	7	18.4		9	16.0
Mgr/Adm/Dir	0	-		0	-
Clerical	17	18.0		1	1.0
Sales	5	14.0		9	17.0
Service	6	15.8		4	7.5
Blue Collar, Skilled	0	-		0	-
Blue Collar, Other	3	7.9		29	54.7
Other	0	-		1	1.9

[a] These figures represent a slight undercount. Respondents indicating an unknown sum of jobs obtained, are excluded.

All participants in this sample had used want ads in the past five years since they were selected to describe those incidents.

The opinions expressed by this group of respondents is of particular interest since they do represent a preselected group of want-ad users, which was not true of the general sample. All opinion tables (9-22 through 9-24) will be given for both cities combined.

TABLE 9-22

Individuals Responding to Opinion Question and Their General Opinion

(Number and Percentage Distribution)

	Number	Percentage Distrib.
Total Sample	98	100.0
Number responding	93	94.9
No responses	5	5.1
Responses given	93	100.0
Negative Opinions, no reason given	7	7.5
Positive Opinion, no reason given	21	22.6
Respondants giving reasons	64	68.8
Not classifiable	1	1.1

A comparison of the overall opinions expressed by this group to that expressed by the total job seeker sample is interesting.

TABLE 9-23

General Opinions of Want Ads by Questionnaire Respondents and by Interview Respondents

(Number and Percentage Distribution)

Questionnaire Sample			Interview Sample		
Total	712 =	100%	Total	93 =	100%
Positive		36.6	Positive		24.7
Negative		48.9	Negative		34.4
Equivocal		14.5	Equivocal		40.9

Apparently the group involved in describing specific instances of replying to a want ad is markedly more equivocal than the overall sample. The overall group represents all of the job seekers' opinions including those who never deal with want ads. The interviewed group is preselected for its specific exposure to ads. It is understandable that their opinions would be more complex and multi-faceted.

In Table 9-24 a comparison is made between the reasons offered by these want-ad users to the reasons offered by the general group.

TABLE 9-24

Reasons for Opinions about Ads, by Questionnaire Respondents and by Interview Respondents

(Percentage Distribution)

	Interview Sample	Questionnaire Sample
Reasons Given, Number	612	87
Reasons Given, Percent	100%	100%
Negative Reasons		
Objections to Ad itself:		
1. Inadequate information regarding job, requirements or employer	9.2	9.8
2. Misleading, false advertising, "come-on"	19.5	10.3
3. Poor organization and stratification in paper. Repeated identical jobs.	10.4	5.5
4. Dominated by private agencies throughout.	0	5.6
Objections to Process of Responding to Ad:		
5. No response or reaction from employer	4.6	3.7
6. Time and Money wasted	4.6	3.6
7. Position always filled, too many responses. Too much competition.	8.1	12.1
Objections to Jobs listed:		
8. Occupations, skills & experience too high	2.3	6.3
9. Job low paid, poor quality	6.9	6.4
10. Individual testimonial - doesn't represent skills and needs of individual	6.9	8.5

Table 9-24 Continued

	Incidents Sample	Total Sample
11. Jobs present problems of age, transportation, race residency restrictions.	0	4.0
12. Miscellaneous; prefer alternate job search mechanism, better in other cities, (3 in San Francisco)	5.8	3.2
Total negative reasons	78.3	79.0
Positive Reasons		
13. Facilitates job search: cost, time, convenience leads, broader contacts	6.9	9.1
14. Personal testimonial - worked for individual	6.9	4.5
15. Miscellaneous: Motivates, provides free choice, better than other ways, value to newcomers in area.	7.9	7.4
Total positive	21.7	21.0

The most obvious difference between the two samples pertains to reason 2, false and misleading advertising. Nearly twice as many individuals who were preselected for their use of want ads expressed the opinion that ads were deceptive compared to the general population of job seekers.

Question: "When Did You Answer the Ad?"

The next series of tables deals with the actual number of responses to want ads. A number of people described more than one response. Each incident is counted once. (Tables 9-25 - 9-29)

TABLE 9-25

Number of Weeks Prior to Interview

That Ad was Answered

(Percentage Distribution)

Total Response	120	100%
Less than 26 Weeks Ago		64.1
More than 26 Weeks Ago		35.9

Because it was assumed that memory would be clearer, it was determined that the interview would be terminated if the most recent incident was more than six months prior to the interview. However, the assumption proved inaccurate. Many respondents insisted on describing earlier experiences who had unquestionably clear recall of the occasion. On the other hand, respondents sometimes had difficulty remembering details of an effort made less than a month before. It was decided to incorporate earlier incidents in the findings.

Question: "What was the Occupation Listed in the Newspaper"?

Table 9-26 provides an occupational distribution of the kinds of ads people responded to at some point in the past.

TABLE 9-26

Occupation in Ad - By City

(Percentage Distribution)

	San Francisco	Salt Lake City
Total Response	75 = 100%	36 = 100%
Professionals	17.3	8.3
Managers/Adms/Dir	13.3	13.9
Clerical	24.1	5.6
Sales	16.0	19.4
Service	16.0	13.9
Blue Collar, Skilled	4	11.1
Blue Collar, Other	9.3	27.8

The above table provides an interesting contrast to the occupations being sought by the same group of people at the point when the survey was taken which appeared in Table 9-9.

Question: "Could you Identify the Employer or Advertiser from the Ad?"

TABLE 9-27

Identity of Employer by City

(Percentage Distribution)

	San Francisco	Salt Lake City
Total Response	80 = 100%	38 = 100%
Private Agency	6.2	13.2
Yes	43.8	36.8
No	50.0	50.0

Though this table is not directly comparable with the data obtained from the analysis of the employer identity in the content study, it generally points up the same problem as was noted there that at least 60% of the ads do not reveal the identity of the employer.

Question: "How Did You Contact the Advertiser?"

The purpose of this question was to determine the initial method of contact which was prescribed by the ad itself, not the subsequent encounters.

TABLE 9-28

Contact Methods by City

(Percentage Distribution)

	San Francisco	Salt Lake City
Total Responses	80 = 100%	38 = 100%
By letter	13.8	10.5
By telephone	66.2	55.3
By visit	20.0	34.2

These findings are verified by the content study, Table 9-9 indicates that the telephone is the most common method for contacting the employer. The fact that the San Francisco responders do not reflect the higher number of San Francisco Box Numbers can only mean that the job seekers did not choose to do so.

Question: "What Happened after You Contacted the Advertiser?"

Interviewers were instructed to limit the responses to this question to the next step in the process only not necessarily to the final result. For example, if, in the next step the result was final, such as the applicant being notified by letter or phone that the job was filled or that he was not qualified, the coding became both a step and a result. It was assumed that often the application taking process and the personal interview process are distinct and separate, and the application could be given without a personal interview. However, if the application and personal interview both took place at once, only personal interview was checked.

TABLE 9-29

Initial Result of Contact by City

(Percentage Distribution)

	San Francisco	Salt Lake City
Total Response	81 = 100%	38 = 100%
No response to effort	8.6	5.3
Job Filled	6.2	10.5
Applicant unqualified	11.1	7.9
Application taken	3.7	2.6
Personal interview	66.7	65.8
Other	3.7	7.9

Except for the difference in those that were considered unqualified, the two cities are quite similar. Over 60% of the job seeking efforts through want ads do result in an interview. The interveiw was terminated at this point if there was no response from the employer.

As established in the user study, more than twice as many applicants respond to each ad in San Francisco than in Salt Lake. This may be a possible explanation for the higher percentage of individuals who were told that they were unqualified for the job in San Francisco since employers there can be more selective.

Question: "After You Contacted the Advertiser, Did You Still Want the Job?"

The question was frankly intended to draw feelings and impressions from the respondent about the particular ad he had answered. Interviewers were instructed to record the "explain" information in as nearly the actual words used by the respondent as possible. (Table 9-30)

TABLE 9-30

Reactions to Job by City

(Percentage Distribution)

	San Francisco		Salt Lake City	
Total Response	66 = 100%		31 = 100%	
	Number	Percent	Number	Percent
Still Wanted Job	42	63.6	23	74.2
Did Not Want Job	24	36.4	8	25.8

A review of the explanations offered for either wanting or not wanting the job is most revealing. Table 9-31 details the 44 reasons that were offered.

TABLE 9-31

Reasons for Reactions to Job, both Cities Combined

Percentage Distribution

Total reasons	44 =	100%
Negative		
Ad misleading:	8	18.2
Comments included the following: "Salary lower than advertised" "Turned out to be encyclopedia sales" "No indication it was a sales job"		
Job Poor: Wages too low and hours too long	5	11.4
Job Inappropriate: Had to move, skills too high, skills too low	7	15.9
Job not open until much later	4	9.1
Poor company policies: Discriminated against women, age, lie detector test required	4	9.1
Misc - got another job, etc.	3	6.8
Total Negative	31	70.5
Positive Reactions		
Included wages good, good opportunities ad accurate, better than ad	13	29.5

Though the largest single response indicates that job seekers consider that they were misled, most of the negative responses imply an absence of information about the job, which is so clearly born out by the content study.

Question: "Was the Job Offered to You?"

TABLE 9-32

Job Offer, by City

(Percentage Distribution)

	San Francisco	Salt Lake City
Total responses	68 = 100%	29 = 100%
Yes	48.5	48.3
No	41.2	31.0
Pending	10.3	20.7

The interviewer was asked to make the decision on the final results of the job interview. (Table 9-33).

TABLE 9-33

Final Results by City

(Percentage Distribution)

	San Francisco		Salt Lake City	
Total Response	73 = 100%		37 = 100%	
	Number	Percent	Number	Percent
Hired	22	30.1	10	27.0
Not Hired	29	39.7	13	35.1
Applicant Refused	16	21.9	8	21.7
Pending	6	8.2	6	16.2

The table represents the results of job seeking efforts. However, these efforts involved 91 individuals who responded to a total of 120 ads from which they received 32 jobs, at the time of the survey.

APPENDICES

APPENDICES

Pages

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APPENDICES (Cont'd)

Pages

W. Letter to Employment Service A-85

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Appendix A

CODING INSTRUCTIONS

WANT AD CONTENT STUDY

COLUMN NUMBER	FACTOR	CODE
HEADING:	PROJECT NUMBER: 21-11-72-28 NAME: Your own ORGANIZATION: ORC DATE: Current SHEET # ______ of your work for that paper. Leave space "of" blank.	
1	CARD NUMBER	1
2	NEWSPAPER	
	SF Chronicle	1
	Salt Lake City	2
3-4	DATE - MONTH (Of Newspaper)	
	Jan	01
	Feb (e.g. April 1969 = 049)	02
	Mar	03
	.	.
	.	.
	Dec	12
5	DATE - YEAR	
	1968	8
	1969	9
	1970	0
	1971	1
	1972	2
	(Draw a vertical line through column to bottom of page when information will be identical.)	
6-9	AD NUMBER (number all ads in one newspaper consecutively)	
	0001 - 9999	
	(Pre-number entire sheet, running consecutively from previous sheet. When an ad is missed, code entire line, leave 6-9 blank. Make out "missing number" form.)	

COLUMN NUMBER	FACTOR	CODE
10	ADVERTISER (The first 5 conditions in #11 are assumed to be private employers.)	
	Employer	1
	Employer Agency	2
	Bordered Ads (recruit)	3
	Not Help-Wanted	4
	Unknown	8

(Consider a Temporary Help Agency an "employment agency" - not an employer. Consider Governmental agencies or private individuals an "employer." Consider code 4 when the ad is primarily for a school recruiting students or other non-help wanted ads. Do not use code 4 for an employment agency, even if ad does not list jobs. When using code 4, leave the rest of the line blank. (Code 3 in Salt Lake when main office is outside area.)

COLUMN NUMBER	FACTOR	CODE
11	EMPLOYERS IDENTITY	
	Employer Identifiable	1
	Newspaper Box No. Only	2
	Telephone Number Only	3
	Address Only	4
	Name of Individual (Multiple comb, of name, phone, and address)	5
	No identifiable information	8

(Consider employer identifiable if name of company and either phone number address or city is given. Consider identifiable if name of person is the firm.)

COLUMN NUMBER	FACTOR	CODE
12-14	OCCUPATIONAL CODE	
	Occupation cannot be identified - or unknown	000
	.	.
	.	.
	.	.
	Misc., N.E.C.	999

(Use Occupational Code Booklet. Workbook for third-digit "9")

COLUMN NUMBER	FACTOR	CODE
15-16	INDUSTRY CODE - (Use SIC 2 digit code)	
	Not identifiable - or unknown	00
ADDED CODES:	Government (unknown)	90
	Corporate Hdqts - Mfg. (conglomerates)	95

COLUMN NUMBER	FACTOR	CODE
	Corporate Hdqts - Non-mfg.	96
	Corporate Hdqts - Unknown	97
	Misc. N. E. C.	99
17-19	NUMBER OF JOBS	
	Can't distinguish sgl or multi	000
	Actual number	001-998
	Multiple (no. unknown)	999

(Assume a single job (001) if no evidence to the contrary. Code "couple" 002. Code 999 for employment agency when no jobs are listed. Code listed jobs by text. Watch plurals.)

20-21 LOCATION OF JOBS - (NOT ADVERTISERS)

Unknown	00	Unknown	00
Salt Lake City	10	San Francisco (local)	10
SMSA (5 county. Communities listed)	20	SMSA (5 county . Communities listed)	20
Utah	40	No. California (App. Fresno)	30
United States	50	Calif. /Nevada	40
International	60	United States	50
		International	60

(Code for most certain encompassing area. Do NOT assume newspaper box number is the city. Code 00, if no clarifying information. Check telephone prefixes. Assume telephone number only NOT listed in city prefixes is SMSA, unless other evidence is present. If no clarifying information, code agency jobs '00.' Assume address only is city.)

22 WAGES INFORMATION AVAILABLE

Precise (Single or Range) (No. DOE)	1
Upper figure only (Stated or implied)	2
Starting figure only (Stated or implied)	3
Figure or range with DOE	4
Other (Make out 'other' slip	6
None (include DOE without fig.)	8

(Earnings can be given in any time unit, e.g. hourly, weekly, etc. Code +'3'., "e.g. $500+." Code "to $500" 2. Code "union scale" 1.

23 TYPE OF EARNINGS - WAGES

Stated or implied	1
Not stated	8

(Words used in #25 imply commissions.)

COLUMN NUMBER	FACTOR	CODE
25	TYPE OF EARNINGS - ALLOWANCE, GUARANTEE, DRAW , BONUS	
	Stated (Any one or combination of above)	1
	Reverse Statement	2
	Not Stated	8
26	TYPE OF EARNINGS - ROOM AND/OR BOARD	
	Stated	1
	Not Stated	8
27	TYPE OF EARNINGS - OTHER	
	Tips	1
	Profit-sharing	2
	Overtime	3
	Other and/or multiple	4
	Car	5
	Expenses	6
	Not stated	8

(In columns 22 - 27, ignore adjective descriptions such as "high earnings" - if 4 - tally in new worksheet.)

COLUMN NUMBER	FACTOR	CODE
28	TIME	
	Full time permanent	1
	Full time temporary	2
	Part time permanent	3
	Part time temporary	4
	Seasonal, tax, Christmas, resort, picking	5
	Multiple alternatives	6
	Temporary Employment Agency	7
	No information given or assumable	8

(Code 6 for employment agency when no other information is given. Full time is 35 hours a week or more. Assume Code 1 if no conflicting evidence.)

COLUMN NUMBER	FACTOR	CODE
29	FRINGE BENEFITS	
	Gives details	1
	General reference	2
	No mention	8

(Assume "benefits" means "fringe benefits." Ignore adjectives, e.g. "good", etc.)

COLUMN NUMBER	FACTOR	CODE
30	OTHER INFORMATION OR INDUCEMENTS - (Make out "other' slip.)	
	Stated	1
	Not stated	8
	(Ignore generalities. Code 1 and record such items as size and age of firm, location of job within city or surroundings of job site. Transportation to job available, company car available, lunchroom facilities, etc.)	
31	SUBJECTIVE JUDGEMENT: IS IT A COME-ON?	
	Yes	1
	No	2
	Uncertain	3
	Not applicable	8
	(General guide: All non-salesman jobs coded 8. All inducements, few or no requirements, straight commission, no selection process suggests code 1. Code for over-all impression.)	
32	EXPERIENCE REQUIRED - TIME GIVEN	
	Stated	1
	Stated as preference	3
	Not stated	8
33	EXPERIENCE REQUIRED - SPECIFIC TYPE	
	Stated	1
	Stated as preference	3
	Not stated	8
	(Isolate "experience" factor) - Background	
34	SKILL LEVEL OR SPECIFIC JOB KNOWLEDGE REQUIRED	
	Stated	1
	Not stated (or isolated by code 1 in #33.)	
35	EXPERIENCE - GENERAL	
	Required - Stated	1
	Preferred	2
	Implied	3
	Not stated	8
	(Code "letters of reference" 3, unless evidence indicated contrary.)	

COLUMN NUMBER	FACTOR	CODE
36	NO EXPERIENCE REQUIRED	
	Stated	1
	Implied	2
	Not Stated	8
	(Code "will train" 1. Code "prefer experience" 2 in #35 and 2 in #36. Generally code columns 32 - 36 "experience factors" for most precise information unless codes serve to clarify. Code a job title "trainee" as 2.)	
37	AGE	
	Stated	1
	Implied (young, retired, mature)	2
	Reverse statement (any age)	4
	None	8
38	SEX - INFORMATION OBTAINABLE	
	Stated	1
	Column heading	2
	Implied in job title	3
	Implied in text	4
	None	8
	(Do NOT make assumption because of traditional occupational practices.)	
39	SEX - CONTENT	
	Male	1
	Female	2
	Couple	3
	Both (specified) or/either	4
	None	8
	(Codes 1, 2, 3, or 4 in columns 38 require codes 1, 2, 3, or 4 in column 39.)	

COLUMN NUMBER	FACTOR	CODE
40	UNION MEMBERSHIP	
	Precise	1
	Implied (journeyman)	2
	Reverse information	4
	None	8
41	EDUCATIONAL REQUIREMENTS - INFORMATION OBTAINABLE	
	Specific (type of degree or course)	1
	General (college, high school)	2
	Preference	3
	Reverse statement	5
	No mention	8
42	EDUCATIONAL REQUIREMENTS - CONTENT	
	Under 12 years	1
	12 years (HS or GED)	2
	14 years (AA degree)	3
	16 years (BA, college)	4
	16 and more (PHD, MA, etc.)	5
	Preference (not required)	6
	Reverse statement	7
	No reference	8

(Do not make occupational assumptions. Code only for ad data.)

COLUMN NUMBER	FACTOR	CODE
43	LICENSING AND CERTIFICATION	
	Stated in ad (drivers, LVN, CPA)	1
	Not stated by known	2
	Preference	4
	Reverse statement	5
	Neither	8
44	REQUIREMENT - HAVE OWN CAR	
	Stated	1
	Preference	3
	Reverse statement	4
	Not stated	8

COLUMN NUMBER	FACTOR	CODE
45	REQUIREMENT - MARITAL STATUS	
	Must be married	1
	Must be single	2
	Preference for either (one of the other)	3
	Reverse statement "we don't care"	4
	Not stated	8
46	REQUIREMENT - BONDABILITY	
	Stated	1
	Not stated but known	2
	Preference	3
	Reverse statement	4
	Not stated	8
	(Security personnel, cab drivers require bondability.)	
47	REQUIREMENT - MUST TRAVEL	
	Stated	1
	Implied	2
	Preference	3
	Reverse statement	4
	Not stated	8
	(Territory given or other factors could make clear implication that travel is a job requirement.)	
48	REQUIREMENT - OTHER (Make out "other" slip.)	
	Stated	1
	Reverse statement	3
	Not stated	8
	(Include such requirements as "references" (character), move to another city, no pets, etc. Do NOT include generalizations or personality factors.)	

PROCEDURES

1. Depending on which newspapers have been designated as the universe, take the next available newspaper sheet in order. Check the newspaper numbered pages left to be sure it is the next one. Write your name and the newspaper page number on the face of the manila folder from which you took it. This is tantamount to signing it out.
2. Be certain that you check the newspaper headings of your new sheet. If they are not visible, check the last heading on the sheet before.
3. If the ads on your sheet have ~~not~~ been previously numbered, be sure to check the number you're supposed to start with by asking the person to whom the previous sheet is assigned to.
4. Number all the ads of your sheet first. Put the next number on the top of the next newspaper page in the folder.
5. Make out DP sheet heading, and begin your coding.
6. When newspaper page is completed, attach completed DP sheets to newspaper page and put in appropriate folded in completed work cabinet.
7. You are ready to start with number 1 again - Heaven help you.

GENERAL DIRECTIONS

1. Each edition of a newspaper starts with Ad #1.
2. When numbering ads in newspapers, number ad larger than one column when it is first encountered. Ignore that ad for the next column.
3. An ad, a single ad, is designated by a breaking line horizontally at the end, separating it from the next one. Or it is completely enclosed and boxed. Within these demarcations, it is one ad.
4. When coding an ad with more than one occupation listed, code each occupation on a separate line, repeating the ad number.
5. Don't rely on newspaper headings only. An ad of any kind can be found anywhere in the newspaper, despite headings.
6. Every DP column must have a code, except when a number on an ad is missing. In that case columns 6 - 9 will be left blank and filled in after the newspaper is completed. When column #10 is coded 4, leave the rest of the line blank. These are the only cases where a square would not have either a number or a vertical line running through it.
7. You may draw vertical lines on the DP sheet whenever the code is identical for the whole page. An employment agency ad listing more than 26 different occupations may allow you to do this in some of the unchanging columns.
8. Follow the coding sheet instructions on use of the "other" slip.
9. When you encounter a missed number, code the ad, leaving columns 6 - 9 blank. Be certain to fill out and file a "missing" number slip.
10. Be certain that you put your name of all your work, expecially the DP and volume sheets. Initial the "other" and "missing" slips.
11. Quality control will be a collective effort engaged in at designated intervals.

Appendix B

CODING INSTRUCTIONS

OVERVIEW

COLUMN NUMBER	FACTOR		CODE
HEADING:	PROJECT NUMBER: 21-11-73-28		
	NAME: Your own		
	ORGANIZATION: ORC		
	DATE: Current		
	SHEET # ______(in pencil) of your work for that peper. Leave space after "of" blank.		
1	CARD NUMBER		2
2	NEWSPAPER	SF	1
		SLC	2
3 - 4	DATE - MONTH		
	Jan		01
	.		.
	.		.
	Dec		12
5	YEAR		
	1968		8
	.		.
	.		.
	.		.
	1972		2
6 - 9	AD NUMBER		0001 - 9999
10	ADVERTISER		
	Employer		1
	Employment Agency		2
	Bordered Ads (recruit)		3
	Not Help Wanted		4

(If coded 2 or 4 do not continue. Leave blank.)

COLUMN NUMBER	FACTOR	CODE
11	LOCATION	
	San Francisco or Salt Lake	1
	San Francisco or Salt Lake SMSA	2
	Beyond above	7
	Unknown (newspaper box #)	8

(If coded 7 or 8 do not continue. Leave line blank.)

12 - 14	OCC. CODE - SAME	
15 - 16	INDUSTRIAL CODE - SAME	

Appendix C

DATA PROCESSING CODING SHEET

BEST COPY AVAILABLE

DATA PROCESSING CODING SHEET

Card	N.P.	Date Month		Year	Ad Number				Advertiser	E.K.S	Occupation Code			Industry Code		Number of Jobs			Location		Remuneration	Wages	Comm.	Draw	R/B	Other	Time	Fringe	Other Info.	Come-on	Exp.-Time	Exp.-Spec.	Skill	Exp.-Gen	No Exp.	Age	Sex-Info	Sex-C.	Union	Educ.-Info	Educ.-C.	License	Car	Marital	Bondable	Travel	Other Req.		
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50

Appendix D

OCCUPATIONAL CODES AND FREQUENCY - BOTH CITIES

City and SMSA - Employer Ads - Overview

OCC. CODE	FRE-QUENCY	OCCUPATIONAL TITLE
000	411	Unknown
		ENGINEERING AND ARCHITECTURAL GROUP 000 - 009
001	301	Engineers, licensed (Could be listed under Designers, Date Processing. Include any type of Engineer requiring degree,)
002	26	Architects (Could be listed with Planners, Designers)
003	157	Draftsmen (In all fields.)
004	75	Electronic Technicians (Degreed)
009	42	All other engineering and architectural occupations, including surveryors, rod and chain men, and aides.
		PROFESSIONAL MEDICAL GROUP 020 - 029
020	1	Doctors, Psychiarists
021	20	Dentists
022	18	Pharmacists
023	31	Doctor's Assistants (not licensed)
024	58	Dental Assistants
025	164	Medical Technicians, Technologists
026	99	Dental Technicians
027	317	RNs
028	113	LPNs
029	100	All other medical professions, including Therapists, Biologists, (exclude medical service and clerical occupations) Psychologistsm X Ray Technicians, Ambulance Drivets.

OCC. CODE	FRE- QUENCY	OCCUPATIONAL TITLE
		OTHER PROFESSIONALS 030 - 039
030	90	Programmers
031	38	Systems Analysts
032	74	Personnel (employment interviewers or counselors, recruiters, placement counselors)
033	88	Teachers, Instructors
034	16	Writers, editors (include copy writers)
039	467	All other professionals, including consultants, librarians, entertainers, chemists, dancers, florists, lawyers, photographers, airline pilots, etc.
		ACCOUNTING GROUP 100 - 129
100	157	Accountants
101	43	Auditors
102	31	Controllers, Comptrollers and Assistants
103	7	Financial Analysts, Budget Analysts, Cost Analysts
109	12	Other professional accounting occupations, including CPAs and Public Accountants, Senior Financial Officers
		MANAGERS, ADMINISTRATORS, DIRECTORS 120 - 129
120	53	Managers, Retail Establishments (include gas stations)
121	44	Managers, Food Service Establishments
122	85	Business Managers, Directors, Administrators and Assistants
123	30	Buyers, Purchasing Agents
124	380	Managers - apartment houses, hotels, motels, residence clubs
125	94	Managers - Sales Force (Sales Managers)

OCC. CODE	FRE-QUENCY	OCCUPATIONAL TITLE
126	94	Management Trainees
127	15	Data Processing Manager
128	108	Office Managers
129	341	All other managers, directors, administrators, superintendents. Do not include supervisors or foremen. Include "assistant" in appropriate code.
		CLERICAL OCCUPATIONS, OFFICE 200 - 212
200	508	Clerk Typist (Include Typist and all transcription machine operators.)
201	832	Secretaries, Stenos (include legal, medical)
202	117	Girl Friday
203	37	Insurance Rater
204	36	Underwriter
205	23	Adjuster
206	89	Collectors (Skip Tracers)
207	67	Hotel and Motel Clerks (Desk Clerk)
208	112	Telephone Operator, PBX Operator, Answering Service Operator
209	192	All other clerical workers, central office operator, teletypists, proof reading, expediter, coordinator
210	169	Receptionist
211	306	General office clerk (file, mail, shipping and receiving, records, dispatch, etc.
212	116	All other clerical insurance occupations, e.g. examiner, claims typists, brokers girl, workmans comp. claims, etc.
		CLERICAL OCCUPATIONS - COMPUTING 230 - 239
230	241	Bookkeepers

OCC. CODE	FRE-QUENCY	OCCUPATIONAL TITLE
231	39	Computer Operators
232	133	Key Punch Operators
233	132	Cashiers
234	54	Tellers
235	10	Estimator (Clerical)
236	42	NCR or any comptometer in 10 key operator
237	44	A/R and/or A/P Clerks
238	124	Accounting Clerks - (payroll, billing, rating, coding)
239	26	All other clerical computing and account recording occupations including freight clerks.
		SALES OCCUPATIONS - 249 - 269
249	146	Salesman - unknown (can't determine between 259 and 269)
250	372	Salesman - Real Estate
251	271	Salesman - Insurance
252	78	Salesman - Industrial
253	8	Salesman - Construction Materials
254	139	Salesman - Auto, Auto Parts Outside
255	88	Salesman - Books, Magazines (inc. business forms, home study study courses, calendars, greeting cards)
256	390	Salesman - Self-employed: Avon, Fuller, Vanda, Watkins, Vending Machine Routes, Bus. Opport. Type Sales
257	22	Salesman - House to House. Any product (Solict., Vendor, Peddler
258	250	Salesman - Telephone Solicitor - any product
259	1464	Salesman - All other salesmen and sales reps. for all variety products
260	356	Salesperson, retail establishment
261	118	Sales Clerk (not involved in helping customer make selection)

OCC. CODE	FRE-QUENCY	OCCUPATIONAL TITLE
269	250	All other miscellaneous sales occupations such as routemen, auctioneers, shoppers, demonstrators, window trimmers, baggers
		SERVICE OCCUPATIONS 300 - 399
300	387	Domestic Jobs - Private Households - not 'live-in'
301	253	Chefs and Cooks (Donut man, pizza, candy maker)
302	416	Waiters, Waitresses (include car hop)
303	137	Guards, Security Police
304	93	Maids, Housekeepers
305	123	Nurses Aide, Practical Nurse, Orderly
306	125	Janitors, Porters
307	87	Laundry and Dry Cleaning Workers
308	265	Beauty Occupations (Hair)
311	35	Masseuse
312	31	Government Protection (policemen and firemen)
313	509	Domestic, Live-in
314	224	Kitchen Helper - (include busboy, counterman)
399	239	All other service occupations, including bartenders, kitchenhelpers, busboys, stewardess, hostess, teacher aide, lab cleaner
		AGRICULTURAL - ALL 499
499	62	All occupations, including groundskeeper, nurserymen, animal tending, fishing, forestry work
		PROCESSING 599
599	65	Semi-skilled industrial occupations. Includes Plastic molders, molders, electroplaters, bakers or cooks in a food processing plant, auto building, water-treatment plant operator.

OCC. CODE	FRE-QUENCY	OCCUPATIONAL TITLE
		SKILLED MACHINIST AND MECHANICS 600 - 609
600	103	Machinist
601	3	Machinist Specialist
602	16	Tool & Die Maker
603	6	Air Conditioning and Refrigeration Mechanics
604	136	Auto Mechanics
605	16	Service Station Mechanics
606	12	Aircraft Mechanics
607	6	Typewriter Mechanic (repair)
609	289	All other skilled machine trades, including printing occup. truck, diesel and marine mechanics, office machine repair, maintenance mechanic.
		SEWING MACHINE OCCUPATIONS 700 - 710
700	37	Seamstress
701	2	Tailor
702	22	Sewing Machine Operator
703	6	Cutter
704	10	Drapery Worker
705	0	Hand Sewer
709	32	Other garment occupations (pattern maker)
		REPAIRING AND ASSEMBLING 711 - 799
711	47	TV and Radio Repair
712	11	Assemblers
713	32	Upholstery Workers (include auto upholsterers)

OCC. CODE	FRE-QUENCY	OCCUPATIONAL TITLE
714	17	Appliance Repairs, Home
799	114	All other repairmen and benchworkers, including watchmakers, cameras, locks, jewelry and optical workers, furniture refinishers, glass blowers, boat repairmen.
		CONSTRUCTION, AUTO BODY 801 - 899
801	46	Welders
802	21	Sheet Metal Workers
803	62	Auto Body and Fender Men
804	23	Electricians
805	54	Painters
806	37	Plumbers, Pipefitters
807	58	Carpenters, cabinetmakers
808	80	Maintenance men, Building (handyman)
899	162	All other construction trades, including cement workers, glaziers, roofers, structural iron workers, heavy equipment operators, construction laborers, shipfitters, and foremen.
810	10	Cement, Asphalt and Concrete Workers
		UNSKILLED LABORERS 900 - 909
900	136	Service Station Attendants
901	23	Warehousemen
902	56	Miners, Laborers
903	2	Miners, Skilled
909	98	All other material handlers, packagers, non-construction laborers

OCC. CODE	FRE-QUENCY	OCCUPATIONAL TITLE
		TRANSPORTATION OCCUPATIONS 910 - 919
910	53	Taxi Drivers
911	12	Bus Drivers
912	66	Truck Drivers
913	23	Fork Life Operators
914	59	Delivery Men
919	88	Other transportation occupations - car rental, coach mechanic, tire service man, lot boy
		MISCELLANEOUS OCCUPATIONS 980 - 999
980	45	Cancers/Waitresses
981	3	Bookbindery Workers
982	8	Darkroom Technicians
999	26	All Occupations NEC

OCCUPATIONAL CODES

for Selected Occupations

Engineers	001
Medical	020 - 029
Accountants	100 - 109
Manager trainee	126
Apartment House Manager	124
Other Managers	120 - 123, 127 - 129
Office occupations	200, 201, 202, 211
Telephone operator/receptionist	208, 210
Data Processing - professional	030 - 031, 127
Data Processing - computer operator	231
Data Processing - keypunch	232
Bookkeeping occupations	230, 236 - 238
Sales - Solicitation	255 - 258
Salesmen - Other	249 - 254, 259
Salespersons, clerks, etc.	260 - 269
Domestic	300 and 313
Restaurant occupations	301, 302, 314
Processing	599
Machinists and mechanics	600 - 609
Repairing and assembling	711 - 799
Construction and auto body	801 - 899
Unskilled	900 - 909
Transportation	910 - 919
Miscellaneous	980 - 999

OCCUPATIONAL CODES

Employer Survey

EEOC Grouping

Officials & Managers	128, 120, 121, 122, 123, 124, 125, 126, 219
Professionals	001, 002, 020, 021, 022, 032, 033, 034, 039, 100, 101, 102, 103, 109, 204
Technicians	003, 004, 009, 028, 023, 024, 026, 027, 030, 031, 231
Sales	250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 269, 249
Office & Clerical	200, 201, 202, 203, 205, 206, 207, 208, 209,212, 210, 211, 230, 232, 233, 234, 235, 236, 237, 238, 239
Service	300, 301, 302, 303, 304, 305, 306, 308, 311, 312, 313, 314, 399, 980
Craftsmen (Skilled)	600, 601, 602, 603, 604, 606, 607, 609, 701, 703, 711, 714, 799, 802, 803, 804, 805, 807, 808, 810, 899
Operatives (Semi-skilled)	605, 700, 702, 704, 705, 709, 712, 713, 801, 900, 902, 903, 910, 911, 912, 913, 914, 919, 981, 982, 307, 599
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NEC	999

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Industrial Cods SIC Titles List

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Code	Short Title
12	BITUMINOUS COAL AND LIGNITE MINING
121	Bituminous Coal and Lignite Mining
1211	Bituminous coal
1212	Lignite
1213	Bituminous & lignite mining services, nec
13	OIL AND GAS EXTRACTION
131	Crude Petroleum and Natural Gas
1311	Crude petroleum and natural gas
132	Natural Gas Liquids
1321	Natural gas liquids
138	Oil and Gas Field Services
1381	Drilling oil and gas wells
1382	Oil and gas exploration services
1389	Oil and gas field services, nec
14	NONMETALLIC MINERALS, EXCEPT FUELS
141	Dimension Stone
1411	Dimension stone
142	Crushed and Broken Stone
1422	Crushed and broken limestone
1423	Crushed and broken granite
1429	Crushed and broken stone, nec
144	Sand and Gravel
1442	Construction sand and gravel
1446	Industrial sand
145	Clay and Related Minerals
1452	Bentonite
1453	Fire clay
1454	Fuller's earth
1455	Kaolin and ball clay
1456	Feldspar
1459	Clay and related minerals, nec
147	Chemical and Fertilizer Minerals
1472	Barite
1473	Fluorspar
1474	Potash, soda, and borate minerals
1475	Phosphate rock
1476	Rock salt
1477	Sulfur
1479	Chemical and fertilizer mining, nec
148	Nonmetallic Minerals Services
1481	Nonmetallic minerals services
149	Miscellaneous Nonmetallic Minerals
1492	Gypsum
1493	Mica
1494	Native asphalt and bitumens
1495	Pumice and pumicite
1496	Talc, soapstone, and pyrophyllite
1497	Natural abrasives, except sand
1498	Peat
1499	Nonmetallic minerals, nec

C. CONTRACT CONSTRUCTION

Code	Short Title
15	GENERAL BUILDING CONTRACTORS
151	General Building Contractors
1511	General building contractors
16	HEAVY CONSTRUCTION CONTRACTORS
161	Highway and Street Construction
1611	Highway and street construction
162	Heavy Construction, nec
1621	Heavy construction, nec
17	SPECIAL TRADE CONTRACTORS
171	Plumbing, Heating, Air Conditioning
1711	Plumbing, heating, air conditioning
172	Painting, Paper Hanging, Decorating
1721	Painting, paper hanging, decorating
173	Electrical Work
1731	Electrical work
174	Masonry, Stonework, and Plastering
1741	Masonry and other stonework
1742	Plastering and lathing
1743	Terrazzo, tile, marble, mosaic work
175	Carpentering and Flooring
1751	Carpentering
1752	Floor laying and floor work, nec
176	Roofing and Sheet Metal Work
1761	Roofing and sheet metal work
177	Concrete Work
1771	Concrete work
178	Water Well Drilling
1781	Water well drilling
179	Misc. Special Trade Contractors
1791	Structural steel erection
1792	Ornamental metal work
1793	Glass and glazing work
1794	Excavating and foundation work
1795	Wrecking and demolition work
1796	Installing building equipment, nec
1799	Special trade contractors, nec

A. AGRICULTURE, FORESTRY, AND FISHERIES

Code	Short Title
01	AGRICULTURAL PRODUCTION
011	Field Crops
0112	Cotton
0113	Cash grains
0114	Tobacco
0119	Field crops, nec
012	Fruits, Tree Nuts, and Vegetables
0122	Fruits and tree nuts
0123	Vegetables
013	Livestock
0132	Dairies
0133	Broiler chickens
0134	Poultry, except broiler chickens
0135	Beef cattle
0136	Hogs
0139	Livestock, nec
014	General Farms
0141	General farms
019	Miscellaneous Farms
0192	Horticultural specialties
0193	Animal specialties
0199	Agricultural production, nec
07	AGRICULTURE SERVICES AND HUNTING
071	Misc. Agricultural Services
0712	Cotton ginning and compressing
0713	Grist mills
0714	Corn shelling, hay baling, threashing
0715	Packing of fruits and vegetables
0719	Agricultural services, nec

Code	Short Title
072	Animal Husbandry Services
0722	Veterinarians and animal hospitals
0723	Poultry hatcheries
0729	Animal husbandry services, nec
073	Horticultural Services
0731	Horticultural services
074	Hunting, Trapping, Game Propagation
0741	Hunting, trapping, game propagation
08	FORESTRY
081	Timber Tracts
0811	Timber tracts
082	Forest Nurseries & Tree Seed Gathering
0822	Forest nurseries
0823	Tree seed gathering and extracting
084	Gathering of Gums and Barks
0842	Gathering barks & gums, except pine
0843	Extraction of pine gum
085	Forestry Services
0851	Forestry services
086	Gathering of Forest Products, nec
0861	Gathering of forest products, nec
09	FISHERIES
091	Fisheries, Except Fish Hatcheries
0912	Finfish
0913	Shellfish
0914	Whale products
0919	Miscellaneous marine products
098	Fish Hatcheries, Farms & Preserves
0989	Fish hatcheries, farms, & preserves

B. MINING

Code	Short Title
10	METAL MINING
101	Iron Ores
1011	Iron ores
102	Copper Ores
1021	Copper ores
103	Lead and Zinc Ores
1031	Lead and zinc ores
104	Gold and Silver Ores
1042	Lode gold
1043	Placer gold
1044	Silver ores
105	Bauxite and Other Aluminum Ores
1051	Bauxite and other aluminum ores
106	Ferroalloy Ores, Except Vanadium

Code	Short Title
1062	Manganese ores
1064	Tungsten ores
1069	Ferroalloy ores, nec
108	Metal Mining Services
1081	Metal mining services
109	Miscellaneous Metal Ores
1092	Mercury ores
1093	Titanium ores
1094	Uranium-radium-vanadium ores
1099	Metal ores, nec
11	ANTHRACITE MINING
111	Anthracite Mining
1111	Anthracite
1112	Anthracite mining services

D. MANUFACTURING

Code	*Short Title*
19	ORDNANCE AND ACCESSORIES
191	**Guns, Howitzers and Mortars**
1911	Guns, howitzers and mortars
192	**Ammunition, Except for Small Arms**
1925	Complete guided missiles
1929	Ammunition, exc. for small arms, nec
193	**Tanks and Tank Components**
1931	Tanks and tank components
194	**Sighting and Fire Control Equipment**
1941	Sighting and fire control equipment
195	**Small Arms**
1951	Small arms
196	**Small Arms Ammunition**
1961	Small arms ammunition
199	**Ordnance and Accessories, nec**
1999	Ordnance and accessories, nec
20	FOOD AND KINDRED PRODUCTS
201	**Meat Products**
2011	Meat packing plants
2013	Sausages and other prepared meats
2015	Poultry dressing plants
202	**Dairy Products**
2021	Creamery butter
2022	Cheese, natural and processed
2023	Condensed and evaporated milk
2024	Ice cream and frozen desserts
2026	Fluid milk
203	**Canned, Cured, and Frozen Foods**
2031	Canned and cured sea foods
2032	Canned specialties
2033	Canned fruits and vegetables
2034	Dehydrated food products
2035	Pickles, sauces, and salad dressings
2036	Fresh or frozen packaged fish
2037	Frozen fruits and vegetables
204	**Grain Mill Products**
2041	Flour and other grain mill products
2042	Prepared feeds for animals and fowls
2043	Cereal preparations
2044	Rice milling
2045	Blended and prepared flour
2046	Wet corn milling
205	**Bakery Products**
2051	Bread, cake, and related products
2052	Cookies and crackers
206	**Sugar**
2061	Raw cane sugar
2062	Cane sugar refining
2063	Beet sugar
207	**Confectionery and Related Products**
2071	Confectionery products
2072	Chocolate and cocoa products
2073	Chewing gum
208	**Beverages**
2082	Malt liquors
2083	Malt
2084	Wines, brandy, and brandy spirits
2085	Distilled liquor, except brandy
2086	Bottled and canned soft drinks
2087	Flavoring extracts and sirups, nec
209	**Misc. Foods and Kindred Products**
2091	Cottonseed oil mills
2092	Soybean oil mills
2093	Vegetable oil mills, nec
2094	Animal and marine fats and oils
2095	Roasted coffee
2096	Shortening and cooking oils
2097	Manufactured ice
2098	Macaroni and spaghetti
2099	Food preparations, nec
21	TOBACCO MANUFACTURES
211	**Cigarettes**
2111	Cigarettes
212	**Cigars**
2121	Cigars
213	**Chewing and Smoking Tobacco**
2131	Chewing and smoking tobacco
214	**Tobacco Stemming and Redrying**
2141	Tobacco stemming and redrying
22	TEXTILE MILL PRODUCTS
221	**Weaving Mills, Cotton**
2211	Weaving mills, cotton
222	**Weaving Mills, Synthetics**
2221	Weaving mills, synthetics
223	**Weaving and Finishing Mills, Wool**
2231	Weaving and finishing mills, wool
224	**Narrow Fabric Mills**
2241	Narrow fabric mills
225	**Knitting Mills**
2251	Women's hosiery, except socks
2252	Hosiery, nec
2253	Knit outerwear mills
2254	Knit underwear mills
2256	Knit fabric mills
2259	Knitting mills, nec
226	**Textile Finishing, Except Wool**
2261	Finishing plants, cotton
2262	Finishing plants, synthetics
2269	Finishing plants, nec

Code	*Short Title*
227	**Floor Covering Mills**
2271	Woven carpets and rugs
2272	Tufted carpets and rugs
2279	Carpets and rugs, nec
228	**Yarn and Thread Mills**
2281	Yarn mills, except wool
2282	Throwing and winding mills
2283	Wool yarn mills
2284	Thread mills
229	**Miscellaneous Textile Goods**
2291	Felt goods, nec
2292	Lace goods
2293	Paddings and upholstery filling
2294	Processed textile waste
2295	Coated fabrics, not rubberized
2296	Tire cord and fabric
2297	Scouring and combing plants
2298	Cordage and twine
2299	Textile goods, nec
23	APPAREL AND OTHER TEXTILE PRODUCTS
231	**Men's and Boys' Suits and Coats**
2311	Men's and boys' suits and coats
232	**Men's and Boys' Furnishings**
2321	Men's and boys' shirts and nightwear
2322	Men's and boys' underwear
2323	Men's and boys' neckwear
2327	Men's and boys' separate trousers
2328	Men's and boys' work clothing
2329	Men's and boys' clothing, nec
233	**Women's and Misses' Outerwear**
2331	Women's and misses' blouses and waists
2335	Women's and misses' dresses
2337	Women's and misses' suits and coats
2339	Women's and misses' outerwear, nec
234	**Women's and Children's Undergarments**
2341	Women's and children's underwear
2342	Corsets and allied garments
235	**Hats, Caps, and Millinery**
2351	Millinery
2352	Hats and caps, except millinery
236	**Children's Outerwear**
2361	Children's dresses and blouses
2363	Children's coats and suits
2369	Children's outerwear, nec
237	**Fur Goods**
2371	Fur goods
238	**Miscellaneous Apparel and Accessories**
2381	Fabric dress and work gloves
2384	Robes and dressing gowns
2385	Waterproof outer garments
2386	Leather and sheep lined clothing
2387	Apparel belts
2389	Apparel and accessories, nec
239	**Misc. Fabricated Textile Products**
2391	Curtains and draperies
2392	Housefurnishings, nec
2393	Textile bags
2394	Canvas products
2395	Pleating and stitching
2396	Automotive and apparel trimmings
2397	Schiffli machine embroideries
2399	Fabricated textile products, nec
24	LUMBER AND WOOD PRODUCTS
241	**Logging Camps, & Logging Contractors**
2411	Logging camps, & logging contractors
242	**Sawmills and Planing Mills**
2421	Sawmills and planing mills, general
2426	Hardwood dimension and flooring
2429	Special product sawmills, nec
243	**Millwork, Plywood & Related Products**
2431	Millwork
2432	Veneer and plywood
2433	Prefabricated wood structures
244	**Wooden Containers**
2441	Nailed wooden boxes and shook
2442	Wirebound boxes and crates
2443	Veneer and plywood containers
2445	Cooperage
249	**Miscellaneous Wood Products**
2491	Wood preserving
2499	Wood products, nec
25	FURNITURE AND FIXTURES
251	**Household Furniture**
2511	Wood household furniture
2512	Upholstered household furniture
2514	Metal household furniture
2515	Mattresses and bedsprings
2519	Household furniture, nec
252	**Office Furniture**
2521	Wood office furniture
2522	Metal office furniture
253	**Public Building Furniture**
2531	Public building furniture
254	**Partitions and Fixtures**
2541	Wood partitions and fixtures
2542	Metal partitions and fixtures
259	**Miscellaneous Furniture and Fixtures**
2591	Venetian blinds and shades
2599	Furniture and fixtures, nec

Code	Short Title
26	PAPER AND ALLIED PRODUCTS
261	**Pulp Mills**
2611	Pulp mills
262	**Paper Mills, Except Building Paper**
2621	Paper mills, except building paper
263	**Paperboard Mills**
2631	Paperboard mills
264	**Misc. Converted Paper Products**
2641	Paper coating and glazing
2642	Envelopes
2643	Bags, except textile bags
2644	Wallpaper
2645	Die cut paper and board
2646	Pressed and molded pulp goods
2647	Sanitary paper products
2649	Converted paper products, nec
265	**Paperboard Containers and Boxes**
2651	Folding paperboard boxes
2652	Set-up paperboard boxes
2653	Corrugated and solid fiber boxes
2654	Sanitary food containers
2655	Fiber cans, drums, & related material
266	**Building Paper and Board Mills**
2661	Building paper and board mills
27	PRINTING AND PUBLISHING
271	**Newspapers**
2711	Newspapers
272	**Periodicals**
2721	Periodicals
273	**Books**
2731	Book publishing
2732	Book printing
274	**Miscellaneous Publishing**
2741	Miscellaneous publishing
275	**Commercial Printing**
2751	Commercial printing, ex lithograpic
2752	Commercial printing, lithographic
2753	Engraving and plate printing
276	**Manifold Business Forms**
2761	Manifold business forms
277	**Greeting Card Publishing**
2771	Greeting card publishing
278	**Blankbooks and Bookbinding**
2782	Blankbooks and looseleaf binders
2789	Bookbinding and related work
279	**Printing Trade Services**
2791	Typesetting
2793	Photoengraving
2794	Electrotyping and stereotyping
28	CHEMICALS AND ALLIED PRODUCTS
281	**Industrial Chemicals**
2812	Alkalies and chlorine
2813	Industrial gases
2815	Cyclic intermediates and crudes
2816	Inorganic pigments
2818	Industrial organic chemicals, nec
2819	Industrial inorganic chemicals, nec
282	**Plastics Materials and Synthetics**
2821	Plastics materials and resins
2822	Synethtic rubber
2823	Cellulosic man-made fibers
2824	Organic fibers, noncellulosic
283	**Drugs**
2831	Biological products
2833	Medicinals and botanicals
2834	Pharmaceutical preparations
284	**Soap, Cleaners, and Toilet Goods**
2841	Soap and other detergents
2842	Polishes and sanitation goods
2843	Surface active agents
2844	Toilet preparations
285	**Paints and Allied Products**
2851	Paints and allied products
286	**Gum and Wood Chemicals**
2861	Gum and wood chemicals
287	**Agricultural Chemicals**
2871	Fertilizers
2872	Fertilizers, mixing only
2879	Agricultural chemicals, nec
289	**Miscellaneous Chemical Products**
2891	Adhesives and gelatin
2892	Explosives
2893	Printing ink
2895	Carbon black
2899	Chemical preparations, nec
29	PETROLEUM AND COAL PRODUCTS
291	**Petroleum Refining**
2911	Petroleum refining
295	**Paving and Roofing Materials**
2951	Paving mixtures and blocks
2952	Asphalt felts and coatings
299	**Misc. Petroleum and Coal Products**
2992	Lubricating oils and greases
2999	Petroleum and coal products, nec
30	RUBBER AND PLASTICS PRODUCTS, NEC
301	**Tires and Inner Tubes**
3011	Tires and inner tubes
302	**Rubber Footwear**
3021	Rubber footwear
303	**Reclaimed Rubber**
3031	Reclaimed rubber

Code	Short Title
306	**Fabricated Rubber Products, nec**
3069	Fabricated rubber products, nec
307	**Miscellaneous Plastics Products**
3079	Miscellaneous plastics products
31	LEATHER AND LEATHER PRODUCTS
311	**Leather Tanning and Finishing**
3111	Leather tanning and finishing
312	**Industrial Leather Belting**
3121	Industrial leather belting
313	**Footwear Cut Stock**
3131	Footwear cut stock
314	**Footwear, Except Rubber**
3141	Shoes, except rubber
3142	House slippers
315	**Leather Gloves and Mittens**
3151	Leather gloves and mittens
316	**Luggage**
3161	Luggage
317	**Handbags and Personal Leather Goods**
3171	Women's handbags and purses
3172	Personal leather goods
319	**Leather Goods, nec**
3199	Leather goods, nec
32	STONE, CLAY, AND GLASS PRODUCTS
321	**Flat Glass**
3211	Flat glass
322	**Glass and Glassware, Pressed or Blown**
3221	Glass containers
3229	Pressed and blown glass, nec
323	**Products of Purchased Glass**
3231	Products of purchased glass
324	**Cement, Hydraulic**
3241	Cement, hydraulic
325	**Structural Clay Products**
3251	Brick and structural clay tile
3253	Ceramic wall and floor tile
3255	Clay refractories
3259	Structural clay products, nec
326	**Pottery and Related Products**
3261	Vitreous plumbing fixtures
3262	Vitreous china food utensils
3263	Fine earthenware food utensils
3264	Porcelain electrical supplies
3269	Pottery products, nec
327	**Concrete, Gypsum, and Plaster Products**
3271	Concrete block and brick
3272	Concrete products, nec
3273	Ready-mixed concrete

Code	Short Title
3274	Lime
3275	Gypsum products
328	**Cut Stone and Stone Products**
3281	Cut stone and stone products
329	**Misc. Nonmetallic Mineral Products**
3291	Abrasive products
3292	Asbestos products
3293	Gaskets and insulations
3295	Minerals, ground or treated
3296	Mineral wool
3297	Nonclay refractories
3299	Nonmetallic mineral products, nec
33	PRIMARY METAL INDUSTRIES
331	**Blast Furnace and Basic Steel Products**
3312	Blast furnaces and steel mills
3313	Electrometallurgical products
3315	Steel wire and related products
3316	Cold finishing of steel shapes
3317	Steel pipe and tubes
332	**Iron and Steel Foundries**
3321	Gray iron foundries
3322	Malleable iron foundries
3323	Steel foundries
333	**Primary Nonferrous Metals**
3331	Primary copper
3332	Primary lead
3333	Primary zinc
3334	Primary aluminum
3339	Primary nonferrous metals, nec
334	**Secondary Nonferrous Metals**
3341	Secondary nonferrous metals
335	**Nonferrous Rolling and Drawing**
3351	Copper rolling and drawing
3352	Aluminum rolling and drawing
3356	Nonferrous rolling and drawing, nec
3357	Nonferrous wire drawing and insulating
336	**Nonferrous Foundries**
3361	Aluminum castings
3362	Brass, bronze, and copper castings
3369	Nonferrous castings, nec
339	**Miscellaneous Primary Metal Products**
3391	Iron and steel forgings
3392	Nonferrous forgings
3399	Primary metal products, nec
34	FABRICATED METAL PRODUCTS
341	**Metal Cans**
3411	Metal cans
342	**Cutlery, Hand Tools, and Hardware**
3421	Cutlery
3423	Hand and edge tools, nec

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Code	Short Title
3425	Hands saws and saw blades
3429	Hardware, nec
343	**Plumbing and Heating, Except Electric**
3431	Metal sanitary ware
3432	Plumbing fittings and brass goods
3433	Heating equipment, except electric
344	**Fabricated Structural Metal Products**
3441	Fabricated structural steel
3442	Metal doors, sash, and trim
3443	Fabricated plate work (boiler shops)
3444	Sheet metal work
3446	Architectural metal work
3449	Miscellaneous metal work
345	**Screw Machine Products, Bolts, Etc.**
3451	Screw machine products
3452	Bolts, nuts, rivets, and washers
346	**Metal Stampings**
3461	Metal stampings
347	**Metal Services, nec**
3471	Plating and polishing
3479	Metal coating and allied services
348	**Misc. Fabricated Wire Products**
3481	Misc. fabricated wire products
349	**Misc. Fabricated Metal Products**
3491	Metal barrels, drums, and pails
3492	Safes and vaults
3493	Steel springs
3494	Valves and pipe fittings
3496	Collapsible tubes
3497	Metal foil and leaf
3498	Fabricated pipe and fittings
3499	Fabricated metal products, nec
35	MACHINERY, EXCEPT ELECTRICAL
351	**Engines and Turbines**
3511	Steam engines and turbines
3519	Internal combustion engines, nec
352	**Farm Machinery**
3522	Farm machinery
353	**Construction and Related Machinery**
3531	Construction machinery
3532	Mining machinery
3533	Oil field machinery
3534	Elevators and moving stairways
3535	Conveyors and conveying equipment
3536	Hoists, cranes, and monorails
3537	Industrial trucks and tractors
354	**Metal Working Machinery**
3541	Machine tools, metal cutting types
3542	Machine tools, metal forming types
3544	Special dies, tools, jigs & fixtures
3545	Machine tool accessories
3548	Metalworking machinery, nec
355	**Special Industry Machinery**
3551	Food products machinery
3552	Textile machinery
3553	Woodworking machinery
3554	Paper industries machinery
3555	Printing trades machinery
3559	Special industry machine, nec
356	**General Industrial Machinery**
3561	Pumps and compressors
3562	Ball and roller bearings
3564	Blowers and fans
3565	Industrial patterns
3566	Power transmission equipment
3567	Industrial furnaces and ovens
3569	General industrial machinery, nec
357	**Office and Computing Machines**
3572	Typewriters
3573	Electronic computing equipment
3574	Calculating and accounting machines
3576	Scales and balances
3579	Office machines, nec
358	**Service Industry Machines**
3581	Automatic merchandising machines
3582	Commercial laundry equipment
3585	Refrigeration machinery
3586	Measuring and dispensing pumps
3589	Service industry machines, nec
359	**Misc. Machinery, Except Electrical**
3599	Misc. machinery, except electrical
36	ELECTRICAL EQUIPMENT AND SUPPLIES
361	**Electric Test & Distributing Equipment**
3611	Electric measuring instruments
3612	Transformers
3613	Switchgear and switchboard apparatus
362	**Electrical Industrial Apparatus**
3621	Motors and generators
3622	Industrial controls
3623	Welding apparatus
3624	Carbon and graphite products
3629	Electrical industrial apparatus, nec
363	**Household Appliances**
3631	Household cooking equipment
3632	Household refrigerators and freezers
3633	Household laundry equipment
3634	Electric housewares and fans
3635	Household vacuum cleaners

Code	Short Title
3636	Sewing machines
3639	Household appliances, nec
364	**Electric Lighting and Wiring Equipment**
3641	Electric lamps
3642	Lighting fixtures
3643	Current-carrying wiring devices
3644	Noncurrent-carrying wiring devices
365	**Radio and TV Receiving Equipment**
3651	Radio and TV receiving sets
3652	Phonograph records
366	**Communication Equipment**
3661	Telephone and telegraph apparatus
3662	Radio and TV communication equipment
367	**Electronic Components and Accessories**
3671	Electron tubes, receiving type
3672	Cathode ray picture tubes
3673	Electron tubes, transmitting
3674	Semiconductors
3679	Electronic components, nec
369	**Misc. Electrical Equipment & Supplies**
3691	Storage batteries
3692	Primary batteries, dry and wet
3693	X-ray apparatus and tubes
3694	Engine electrical equipment
3699	Electrical equipment, nec
37	TRANSPORTATION EQUIPMENT
371	**Motor Vehicles and Equipment**
3711	Motor vehicles
3712	Passenger car bodies
3713	Truck and bus bodies
3714	Motor vehicle parts and accessories
3715	Truck trailers
372	**Aircraft and Parts**
3721	Aircraft
3722	Aircraft engines and engine parts
3723	Aircraft propellers and parts
3729	Aircraft equipment, nec
373	**Ship and Boat Building and Repairing**
3731	Ship building and repairing
3732	Boat building and repairing
374	**Railroad Equipment**
3741	Locomotives and parts
3742	Railroad and street cars
375	**Motorcycles, Bicycles, and Parts**
3751	Motorcycles, bicycles, and parts
379	**Miscellaneous Transportation Equipment**
3791	Trailer coaches
3799	Transportation equipment, nec

Code	Short Title
38	INSTRUMENTS AND RELATED PRODUCTS
381	**Engineering & Scientific Instruments**
3811	Engineering & scientific instruments
382	**Mechanical Measuring & Control Devices**
3821	Mechanical measuring devices
3822	Automatic temperature controls
383	**Optical Instruments and Lenses**
3831	Optical instruments and lenses
384	**Medical Instruments and Supplies**
3841	Surgical and medical instruments
3842	Surgical appliances and supplies
3843	Dental equipment and supplies
385	**Ophthalmic Goods**
3851	Ophthalmic goods
386	**Photographic Equipment and Supplies**
3861	Photographic equipment and supplies
387	**Watches, Clocks, and Watchcases**
3871	Watches and clocks
3872	Watchcases
39	MISCELLANEOUS MANUFACTURING INDUSTRIES
391	**Jewelry, Silverware, and Plated Ware**
3911	Jewelry, precious metal
3912	Jewelers' findings and materials
3913	Lapidary work
3914	Silverware and plated ware
393	**Musical Instruments and Parts**
3931	Musical instruments and parts
394	**Toys and Sporting Goods**
3941	Games and toys
3942	Dolls
3943	Children's vehicles, except bicycles
3949	Sporting and athletic goods, nec
395	**Pens, Pencils, Office and Art Supplies**
3951	Pens and mechnical pencils
3952	Lead pencils and art goods
3953	Marking devices
3955	Carbon paper and inked ribbons
396	**Costume Jewelry and Notions**
3961	Costume Jewelry
3962	Artificial flowers
3963	Buttons
3964	Needles, pins, and fasteners
399	**Miscellaneous Manufactures**
3991	Brooms and brushes
3993	Signs and advertising displays
3994	Morticians' goods
3996	Hard surface floor coverings
3999	Manufactures, nec

E. TRANSPORTATION, COMMUNICATION, ELECTRIC, GAS, AND SANITARY SERVICES

Code	*Short Title*
40	RAILROAD TRANSPORTATION
401	**Railroads**
4011	Railroads, line-haul operating
4013	Switching and terminal companies
402	**Railroad Passenger Car Service**
4021	Railroad passenger car service
404	**Railway Express Service**
4041	Railway express service
41	LOCAL AND INTERURBAN PASSENGER TRANSIT
411	**Local and Suburban Transportation**
4111	Local and suburban transit
4119	Local passenger transportation, nec
412	**Taxicabs**
4121	Taxicabs
413	**Intercity Highway Transportation**
4131	Intercity bus lines
4132	Intercity transportation, nec
414	**Transportation Charter Service**
4141	Local passenger charter service
4142	Charter service, except local
415	**School Busses**
4151	School busses
417	**Bus Terminal and Service Facilities**
4171	Bus terminal facilities
4172	Bus service facilities
42	TRUCKING AND WAREHOUSING
421	**Trucking, Local and Long Distance**
4212	Local trucking, without storage
4213	Trucking, except local
4214	Local trucking and storage
422	**Public Warehousing**
4221	Farm product warehousing and storage
4222	Refrigerated warehousing, nec
4223	Food lockers
4224	Household goods warehousing
4225	General warehousing and storage
4226	Special warehousing and storage, nec
423	**Trucking Terminal Facilities**
4231	Trucking terminal facilities
44	WATER TRANSPORTATION
441	**Deep Sea Foreign Transportation**
4411	Deep sea foreign transportation
442	**Deep Sea Domestic Transportation**
4421	Noncontiguous area transportation
4422	Coastwise transportation
4423	Intercoastal transportation
443	**Great Lakes Transportation**
4431	Great Lakes transportation
444	**Transportation on Rivers and Canals**
4441	Transportation on rivers and canals
445	**Local Water Transportation**
4452	Ferries
4453	Lighterage
4454	Towing and tugboat service
4459	Local water transportation, nec
446	**Water Transportation Services**
4463	Marine cargo handling
4464	Canal operation
4469	Water transportation services, nec
45	TRANSPORTATION BY AIR
451	**Certificated Air Transportation**
4511	Certificated air transportation
452	**Noncertificated Air Transportation**
4521	Noncertificated air transportation
458	**Air Transportation Services**
4582	Airports and flying fields
4583	Airport terminal services
46	PIPE LINE TRANSPORTATION
461	**Pipe Lines, Except Natural Gas**
4612	Crude petroleum pipe lines
4613	Refined petroleum pipe lines
4619	Pipe lines, nec
47	TRANSPORTATION SERVICES
471	**Freight Forwarding**
4712	Freight forwarding
472	**Arrangement of Transportation**
4721	Arrangement of transportation
473	**Stockyards**
4731	Stockyards
474	**Rental of Railroad Cars**
4742	Railroad car rental with service
4743	Railroad car rental without service
478	**Miscellaneous Transportation Services**
4782	Inspection and weighing services
4783	Packing and crating
4784	Fixed facilities for vehicles, nec
4789	Transportation services, nec
48	COMMUNICATION
481	**Telephone Communication**
4811	Telephone communication
482	**Telegraph Communication**
4821	Telegraph communication
483	**Radio and Television Broadcasting**

Code	Short Title
4832	Radio broadcasting
4833	Television broadcasting
489	**Communication Services, nec**
4899	Communication services, nec
49	**ELECTRIC, GAS, AND SANITARY SERVICES**
491	**Electric Companies and Systems**
4911	Electric companies and systems
492	**Gas Companies and Systems**
4922	Natural gas transmission
4923	Gas transmission and distribution
4924	Natural gas distribution
4925	Gas production and/or distribution
493	**Combination Companies and Systems**
4931	Electric and other services combined
4932	Gas and other services combined
4939	Combination companies & systems, nec
494	**Water Supply**
4941	Water supply
495	**Sanitary Services**
4952	Sewerage systems
4953	Refuse systems
4959	Sanitary services, nec
496	**Steam Supply**
4961	Steam supply
497	**Irrigation Systems**
4971	Irrigation systems

F. WHOLESALE AND RETAIL TRADE

Code	Short Title
50	**WHOLESALE TRADE**
501	**Motor Vehicles & Automotive Equipment**
5012	Automobiles and other motor vehicles
5013	Automotive equipment
5014	Tires and tubes
502	**Drugs, Chemicals, and Allied Products**
5022	Drugs, proprietaries, and sundries
5028	Paints and varnishes
5029	Chemicals and allied products, nec
503	**Dry Goods and Apparel**
5033	Piece goods
5034	Notions and other dry goods
5036	Men's clothing and furnishings
5037	Women's and children's clothing
5039	Footwear
504	**Groceries and Related Products**
5041	Groceries, general line
5042	Frozen foods
5043	Dairy products
5044	Poultry and poultry products
5045	Confectionery
5046	Fish and sea foods
5047	Meats and meat products
5048	Fresh fruits and vegetables
5049	Groceries and related products, nec
505	**Farm Product Raw Materials**
5052	Cotton
5053	Grain
5054	Livestock
5059	Farm product raw materials, nec
506	**Electrical Goods**
5063	Electrical apparatus and equipment
5064	Electrical appliances, TV and radios
5065	Electronic parts and equipment
507	**Hardware; Plumbing & Heating Equipment**
5072	Hardware
5074	Plumbing and heating equipment
5077	Air conditioning and refrigeration
508	**Machinery, Equipment, and Supplies**
5081	Commercial machines and equipment
5082	Construction and mining machinery
5083	Farm machinery and equipment
5084	Industrial machinery and equipment
5085	Industrial supplies
5086	Professional equipment and supplies
5087	Service-establishment supplies
5088	Transportation equipment & supplies
5089	Machinery and equipment, nec
509	**Miscellaneous Wholesalers**
5091	Metals & minerals, except petroleum
5092	Petroleum and petroleum products
5093	Scrap and waste materials
5094	Tobacco and its products
5095	Beer, wine, and distilled beverages
5096	Paper and its products
5097	Furniture and home furnishings
5098	Lumber and construction materials
5099	Wholesalers, nec

RETAIL TRADE

Code	Short Title
52	BUILDING MATERIALS AND FARM EQUIPMENT
521	**Lumber and Other Building Materials**
5211	Lumber and other building materials
522	**Plumbing & Heating Equipment dealers**
5221	Plumbing & heating equipment dealers

LIST OF SHORT SIC TITLES

Code	*Short Title*
523	**Paint, Glass, and Wallpaper Stores**
5231	Paint, glass, and wallpaper stores
524	**Electrical Supply Stores**
5241	Electrical supply stores
525	**Hardware and Farm Equipment**
5251	Hardware stores
5252	Farm equipment dealers
53	RETAIL GENERAL MERCHANDISE
531	**Department Stores**
5311	Department stores
532	**Mail Order Houses**
5321	Mail order houses
533	**Variety Stores**
5331	Variety stores
534	**Merchandising Machine Operators**
5341	Merchandising machine operators
535	**Direct Selling Organizations**
5351	Direct selling organizations
539	**Misc. General Merchandise Stores**
5399	Misc. general merchandise stores
54	FOOD STORES
541	**Grocery Stores**
5411	Grocery stores
542	**Meat and Fish (Sea Food) Markets**
5421	Meat and fish (sea food) markets
543	**Fruit Stores and Vegetable Markets**
5431	Fruit stores and vegetable markets
544	**Candy, Nut, and Confectionery Stores**
5441	Candy, nut, and confectionery stores
545	**Dairy Products Stores**
5451	Dairy products stores
546	**Retail Bakeries**
5462	Retail bakeries—baking and selling
5463	Retail bakeries—selling only
549	**Miscellaneous Food Stores**
5499	Miscellaneous food stores
55	AUTOMOTIVE DEALERS & SERVICE STATIONS
551	**New and Used Car Dealers**
5511	New and used car dealers
552	**[illegible] Car Dealers**
5521	Used car dealers
553	**Tire, Battery, and Accessory Dealers**
5531	Tire, battery, and accessory dealers
554	**Gasoline Service Stations**
5541	Gasoline service stations
559	**Miscellaneous Automotive Dealers**
5591	Boat dealers
5592	Household trailer dealers
5599	Automotive dealers, nec.

Code	*Short Title*
56	APPAREL AND ACCESSORY STORES
561	**Men's & Boys' Clothing & Furnishings**
5611	Men's & boys' clothing & furnishings
562	**Women's Ready-to-Wear Stores**
5621	Women's ready-to-wear stores
563	**Women's Accessory & Specialty Stores**
5631	Women's accessory & specialty stores
564	**Children's and Infants' Wear Stores**
5641	Children's and infants' wear stores
565	**Family Clothing Stores**
5651	Family clothing stores
566	**Shoe Stores**
5661	Shoe stores
567	**Custom Tailors**
5671	Custom tailors
568	**Furriers and Fur Shops**
5681	Furriers and fur shops
569	**Miscellaneous Apparel & Accessories**
5699	Miscellaneous apparel & accessories
57	FURNITURE AND HOME FURNISHINGS STORES
571	**Furniture and Home Furnishings**
5712	Furniture stores
5713	Floor covering stores
5714	Drapery and upholstery stores
5715	China, glassware, & metalware stores
5719	Miscellaneous home furnishings stores
572	**Household Appliance Stores**
5722	Household appliance stores
573	**Radio, Television, and Music Stores**
5732	Radio and television stores
5733	Music stores
58	EATING AND DRINKING PLACES
581	**Eating and Drinking Places**
5812	Eating places
5813	Drinking places
59	MISCELLANEOUS RETAIL STORES
591	**Drug Stores and Proprietary Stores**
5912	Drug stores and proprietary stores
592	**Liquor Stores**
5921	Liquor stores
593	**Antique Stores and Secondhand Stores**
5932	Antique stores
5933	Secondhand stores
594	**Book and Stationery Stores**
5942	Book stores

Code	Short Title
5943	Stationery stores
595	**Sporting Goods Stores & Bicycle Shops**
5952	Sporting goods stores
5953	Bicycle shops
596	**Farm and Garden Supply Stores**
5962	Hay, grain, and feed stores
5969	Farm and garden supply stores, nec
597	**Jewelry Stores**
5971	Jewelry stores
598	**Fuel and Ice Dealers**

Code	Short Title
5982	Fuel and ice dealers, nec
5983	Fuel oil dealers
5984	Liquified petroleum gas dealers
599	**Retail Stores, nec**
5992	Florists
5993	Cigar stores and stands
5994	News dealers and newsstands
5995	Hobby, toy, and game shops
5996	Camera & photographic supply stores
5997	Gift, novelty, and souvenir shops
5999	Miscellaneous retail stores, nec

G. FINANCE, INSURANCE, AND REAL ESTATE

Code	Short Title
60	BANKING
601	**Federal Reserve Banks**
6011	Federal Reserve banks
602	**Commercial and Stock Savings Banks**
6022	State banks, Federal Reserve
6023	State banks, not Fed. Reserve, FDIC
6024	State banks, not Fed. Res., not FDIC
6025	National banks, Federal Reserve
6026	National banks, not Fed. Res., FDIC
6027	National banks, not FDIC
6028	Private banks, not incorp., not FDIC
603	**Mutual Savings Banks**
6032	Mutual savings banks
6032	Mutual savings banks, Fed. Reserve
6033	Mutual savings banks, nec
6034	Mutual savings banks, not FDIC
604	**Trust Companies, Nondeposit**
6042	Nondeposit trusts, Federal Reserve
6044	Nondeposit trusts, not FDIC
605	**Functions Closely Related to Banking**
6052	Foreign exchange establishments
6053	Check cashing & currency exchanges
6054	Safe deposit companies
6055	Clearing house associations
6056	Corporations for banking abroad
6059	Functions related to banking, nec
61	CREDIT AGENCIES OTHER THAN BANKS
611	**Rediscount and Financing Institutions**
6112	Rediscounting, not for agricultural
6113	Rediscounting, for agricultural
612	**Savings and Loan Associations**
6122	Federal savings & loans associations
6123	State associations, insured
6124	State associations, noninsured, FHLB
6125	State associations, noninsured, nec

Code	Short Title
613	**Agricultural Credit Institutions**
6131	Agricultural credit institutions
614	**Personal Credit Institutions**
6142	Federal credit unions
6143	State credit unions
6144	Nondeposit industrial loan companies
6145	Licensed small loan lenders
6146	Installment sales finance companies
6149	Misc. personal credit institutions
615	**Business Credit Institutions**
6152	Bond and mortgage companies
6153	Short-term business credit
6159	Misc. business credit institutions
616	**Loan Correspondents and Brokers**
6161	Loan correspondents and brokers
62	SECURITY, COMMODITY BROKERS & SERVICES
621	**Security Brokers and Dealers**
6211	Security brokers and dealers
622	**Commodity Contracts Brokers, Dealers**
6221	Commodity contracts brokers, dealers
623	**Security and Commodity Exchanges**
6231	Security and commodity exchanges
628	**Security and Commodity Services**
6281	Security and commodity services
63	INSURANCE CARRIERS
631	**Life Insurance**
6312	Stock life insurance companies
6313	Mutual life insurance companies
6319	Life insurance carriers, nec
632	**Accident and Health Insurance**
6322	Stock accident and health insurance
6323	Mutual accident and health insurance
6324	Hospital and medical service plans
6329	Accident and health insurance, nec
633	**Fire, Marine, and Casualty Insurance**

Code	Short Title
6332	Stock fire, marine, and casualty
6333	Mutual fire, marine, and casualty
6339	Fire, marine, and casualty, nec
635	**Surety Insurance**
6351	Surety companies
6352	Bank deposit insurance
636	**Title Insurance**
6361	Title insurance
639	**Insurance Carriers, nec**
6399	Insurance carriers, nec
64	INSURANCE AGENTS, BROKERS & SERVICE
641	**Insurance Agents, Brokers, & Service**
6411	Insurance agents, brokers & service
65	REAL ESTATE
651	**Real Estate Operators and Lessors**
6512	Nonresidential building operators
6513	Apartment building operators
6514	Dwelling operators, exc. apartments
6515	Agricultural property lessors
6516	Mining and oil property lessors
6517	Railroad property lessors
6518	Public utility property lessors
6519	Real property lessors, nec
653	**Agents, Brokers, and Managers**
6531	Agents, brokers, and managers
654	**Title Abstract Companies**

Code	Short Title
6541	Title abstract companies
655	**Subdividers and Developers**
6552	Subdividers and developers, nec
6553	Cemetery subdividers and developers
656	**Operative Builders**
6561	Operative builders
66	COMBINED REAL ESTATE, INSURANCE, ETC.
661	**Combined Real Estate, Insurance, Etc**
6611	Combined real estate, insurance, etc
67	HOLDING AND OTHER INVESTMENT COMPANIES
671	**Holding Companies**
6711	Holding companies
672	**Investment Companies**
6722	Management investment, open-end
6723	Management investment, closed-end
6724	Unit investment trusts
6725	Face-amount certificate companies
673	**Trusts**
6732	Educational, religious, etc. trusts
6733	Trusts, nec.
679	**Miscellaneous Investing Institutions**
6792	Oil royalty companies
6793	Commodity trading companies
6794	Patent owners and lessors
6799	Investing institutions, nec

H. SERVICES

Code	Short Title
70	HOTELS AND OTHER LODGING PLACES
701	**Hotels, Tourist Courts, and Motels**
7011	Hotels, tourist courts, and motels
702	**Rooming and Boarding Houses**
7021	Rooming and boarding houses
703	**Trailer Parks and Camps**
7031	Trailer parks
7032	Sporting and recreational camps
704	**Membership-Basis Organization Hotels**
7041	Membership-basis organization hotels
72	PERSONAL SERVICES
721	**Laundries and Dry Cleaning Plants**
7211	Power laundries, family & commercial
7212	Laundries, except power
7213	Linen supply
7214	Diaper service
7215	Coin-operated laundries and cleaning
7216	Dry cleaning plants, except rug

Code	Short Title
7217	Rug cleaning and repairing plants
7218	Industrial launderers
722	**Photographic Studios**
7221	Photographic studios
723	**Beauty Shops**
7231	Beauty shops
724	**Barber Shops**
7241	Barber shops
725	**Shoe Repair and Hat Cleaning Shops**
7251	Shoe repair and hat cleaning shops
726	**Funeral Service and Crematories**
7261	Funeral service and crematories
727	**Garment Pressing, Alteration, Repair**
7271	Garment pressing, alteration, repair
729	**Miscellaneous Personal Services**
7299	Miscellaneous personal services
73	MISCELLANEOUS BUSINESS SERVICES
731	**Advertising**
7311	Advertising agencies

Code	*Short Title*
7312	Outdoor advertising services
7313	Radio, TV, publisher representatives
7319	Miscellaneous advertising
732	**Credit Reporting and Collection**
7321	Credit reporting and collection
733	**Duplicating, Mailing, Stenographic**
7331	Direct mail advertising
7332	Blueprinting and photocopying
7339	Stenographic and duplicating, nec
734	**Services to Buildings**
7341	Window cleaning
7342	Disinfecting and exterminating
7349	Miscellaneous services to buildings
735	**News Syndicates**
7351	News syndicates
736	**Private Employment Agencies**
7361	Private employment agencies
739	**Miscellaneous Business Services**
7391	Research & development laboratories
7392	Business consulting services
7393	Detective and protective services
7394	Equipment rental and leasing
7395	Photofinishing laboratories
7396	Trading stamp services
7397	Commercial testing laboratories
7398	Temporary help supply service
7399	Business services, nec
75	AUTO REPAIR, SERVICES, AND GARAGES
751	**Automobile Rentals, Without Drivers**
7512	Passenger car rental and leasing
7513	Truck rental and leasing
7519	Utility and house trailer rental
752	**Automobile Parking**
7523	Parking lots
7525	Parking structures
753	**Automobile Repair Shops**
7531	Top and body repair shops
7534	Tire retreading and repair shops
7535	Paint shops
7538	General automobile repair shops
7539	Automobile repair shops, nec
754	**Automobile Services, Except Repair**
7542	Automobile laundries
7549	Automobile services, nec
76	MISCELLANEOUS REPAIR SERVICES
762	**Electrical Repair Shops**
7622	Radio and television repair
7623	Refrigerator service and repair
7629	Electrical repair shops, nec
763	**Watch, Clock, and Jewelry Repair**
7631	Watch, clock, and jewelry repair
764	**Reupholstery and Furniture Repair**
7641	Reupholstery and furniture repair
769	**Miscellaneous Repair Shops**
7692	Welding repair
7694	Armature rewinding shops
7699	Repair services, nec
78	MOTION PICTURES
781	**Motion Picture Filming & Distributing**
7813	Motion picture production, except TV
7814	Motion picture production for TV
7815	Production of still, slide films
7816	Motion picture film exchanges
7817	Film or tape distribution for TV
7818	Motion picture distribution services
782	**Motion Picture Production Services**
7821	Motion picture production services
783	**Motion Picture Theaters**
7832	Motion picture theaters, ex drive-in
7833	Drive-in motion picture theaters
79	AMUSEMENT & RECREATION SERVICES, NEC
791	**Dance Halls, Studios, and Schools**
7911	Dance halls, studios, and schools
792	**Producers, Orchestras, entertainers**
7922	Theatrical producers and services
7929	Entertainers & entertainment groups
793	**Bowling and Billiard Establishments**
7932	Billiard and pool establishments
7933	Bowling alleys
794	**Misc. Amusement, Recreation Services**
7941	Sports promoters, athletic fields
7942	Public golf courses
7934	Coin-operated amusement devices
7945	Skating rinks
7946	Amusement parks
7947	Golf clubs and country clubs
7948	Race tracks and stables
7949	Amusement and recreation, nec
80	MEDICAL AND OTHER HEALTH SERVICES
801	**Offices of Physicians and Surgeons**
8011	Offices of physicians and surgeons
802	**Offices of Dentists, Dental Surgeons**
8021	Offices of dentists, dental surgeons
803	**Offices of Osteopathic Physicians**
8031	Offices of osteopathic physicians
804	**Offices of Chiropractors**
8041	Offices of chiropractors
806	**Hospitals**
8061	Hospitals

Code	Short Title
807	**Medical and Dental Laboratories**
8071	Medical laboratories
8072	Dental laboratories
809	**Health and Allied Services, nec**
8092	*Sanatoria, convalescent & rest homes*
8099	Health and allied services, nec
81	LEGAL SERVICES
811	**Legal Services**
8111	Legal services
82	EDUCATIONAL SERVICES
821	**Elementary and Secondary Schools**
8211	Elementary and secondary schools
822	**Colleges and Universities**
8221	Colleges and universities, nec
8222	Junior colleges
823	**Libraries and Information Centers**
8231	Libraries and information centers
824	**Correspondence and Vocational Schools**
8241	Correspondence schools
8242	Vocational schools
829	**Schools & Educational Services, nec**
8299	Schools & educational services, nec
84	MUSEUMS, BOTANICAL, ZOOLOGICAL GARDENS
841	**Museums and Art Galleries**
8411	Museums and art gallaries
842	**Botanical and Zoological Gardens**
8421	Botanical and zoological gardens
86	NONPROFIT MEMBERSHIP ORGANIZATIONS
861	**Business Associations**
8611	Business associations
862	**Professional Organizations**
8621	Professional organizations
863	**Labor Organizations**
8631	Labor organizations
864	**Civic and Social Associations**
8641	Civic and social associations
865	**Political Organizations**
8651	Political organizations
866	**Religious Organizations**
8661	Religious organizations
867	**Charitable Organizations**
8671	Charitable organizations
869	**Nonprofit Member Organizations, nec**
8699	Nonprofit member organizations, nec
88	PRIVATE HOUSEHOLDS
881	**Private Households**
8811	Private households
89	MISCELLANEOUS SERVICES
891	**Engineering & Architectural Services**
8911	Engineering & architectural services
892	**Nonprofit Research Agencies**
8921	Nonprofit research agencies
893	**Accounting, Auditing, & Bookkeeping**
8931	Accounting, auditing, & bookkeeping
899	**Services, nec**
8999	Services, nec

Appendix F

WORKBOOK SHEET

NEWSPAPER____________________

____________________ OCCUPATIONAL GROUP

DATE____________________

____________________ GROUP NUMBER

OCCUPATION	AD NO	TALLY (No ad number on tally)

WORKSHEET

Column 30, Code 1, "Other" Slips

FACTOR	TALLIES
A. Mobility - (Upward or sideways climb or learn new skill, raises, advancement, new skills taught, status job, etc.)	
B. Job Setting - (Specific location, surroundings, work in own home)	
C. Time - (Specific and refined information is given; i.e. shifts, hours, days, days off)	
D. Job Duties - (Don't tally job duties unless they are more than or less than Occ. Code implies.)	
E. Description of Company - (Age, size, prominence, status, etc.)	
F. Personnal Comforts - (good facilities, new office, cafeteria, etc.)	
G. Verbage - (promises of glory)	

MAKE OUT OTHER SLIP FOR ANYTHING YOU CANNOT TALLY.

WORKSHEET

Column 27 Code 4

FACTOR	TALLY
Subsistence Allowance	
"In Kind"	
Employee Discount	
Daily Pay	
Multiple	

Appendix G

"OTHER" SLIPS

"OTHER"

Newspaper ______________ Ad Number ______________

Date ______________ Co. Col. No. ______________

"OTHER"

Newspaper ______________ Ad Number ______________

Date ______________ Co. Col. No. ______________

Appendix H

"MISSED NUMBER" SLIPS

MISSED NUMBER

NEWSPAPER: ______________________________

DATE: ______________________________

NP PAGE NO. ______________________________

COLUMN (NP) ______________________________

BETWEEN ______________ AND ______________

MISSED NUMBER

NEWSPAPER: ______________________________

DATE: ______________________________

NP PAGE NO. ______________________________

COLUMN (NP) ______________________________

BETWEEN ______________ AND ______________

Appendix I

QUALITY CONTROL FORMS

QUALITY CONTROL

Card	N.P.	Date Month		Year	AD Number				Advertiser	ERS	Occupation Code			Industry Code		Number of Jobs			Location		Remuneration	Wages	Comm	Draw	R/B	Other	Time	Fringe	Other Info	Come-on	Exp-Time	Exp-Spec	Skill	Exp-Gen	No Exp	Age	Sex-Info	Sex-C	Union	Educ-Info	Educ-C	License	Car	Marital	Bondable	Travel	Other Req		
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50
Totals																																																	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50

CONTROLLER: ____________________

CONTROLEE: ____________________

DATE: ____________________

NUMBER OF LINES: ____________________

HOURS: ____________________

WHEN AD HAS MULTIPLE OCCUPA OCCUPATIONS, DESIGNATE WHICH LINE OF GROUP YOU HAVE SELECTED FOR THE SAMPLE.

PROCEDURE

1. Circle all differences in PENCIL, initially.
2. When difference is an agreed controlee error, change coding on DP sheet.
3. Fill out ad number in summary line and tally the appropriate block.
4. UNRESOLVED DIFFERENCES: Fill out ad number in summary block. Put controlee's answer in appropriate column. Circle both answers in red.
5. Total tallies only and enter in each column total.

LINE INSTRUCTIONS ON QUALITY CONTROL

TO CONTROLLER:

1. Fill out headings - items A through E with controllee.

2. Use sample coding sheet for selected 10 percent. Do it on your own without reference to controllee's sheet.

3. When you've finished, compare the two sheets with the controllee.

4. Come to agreement on whether differences are your own error or whether they belong in columns G or H.

5. For items belonging in Column G (agreed controllee error): put red check mark in item on your sample sheet. Controllee will change his coding sheet appropriately. Tally the error in column G in the appropriate code column line.

*6. For items belonging in Column H1 and H2 (unresolved disagreements): Circle the disputed items in red on your sample sheet. In column H1 of Quality Control Summary, on the appropriate code column line, record the code you gave for that item and put the ad number next to it in parenthesis. In Column H2, record the code given by the controllee in the same fashion.

7. Compute total errors per column line and for all lines. Record answer on control sheet and circle in red.

   Leave H1 and H2 alone.

8. Attach your sample coding sheet, the quality control sheet, the controllee's coding sheet and the newspaper. Put in basket.

*EXAMPLE:	COL H 1	COL H 2
	3 (12)	5 (12)

WHEN EXCHANGING MATERIAL FOR THE QUALITY CONTROL, BE CERTAIN THAT YOU GET THE WORK BOOK, THE "OTHER" SLIPS AND THE "MISSING" SLIPS.

Quality Control

DATE ____________

TIME AND QUALITY SUMMARY

PERSON ________

TIME

# of minutes worked ____________
# of lines completed ____________
# of ads completed ____________
Average time per line ____________
Average time per ad ____________

QUALITY

# of lines sampled ____________
# of items (x34) ____________
# of errors ____________
Percent of error ____________

Col. No.	No. of errors

****

PERSON ________

# of minutes worked ____________
# of lines completed ____________
# of ads completed ____________
Average time per line ____________
Average time per ad ____________

# of lines sampled ____________
# of items (x34) ____________
# of errors ____________
Percent of error ____________

Col. No.	No. of errors

****

PERSON ________

# of minutes worked ____________
# of lines completed ____________
# of ads completed ____________
Average time per line ____________
Average time per ad ____________

# of lines sampled ____________
# of items (x34) ____________
# of errors ____________
Percent of error ____________

Col. No.	No. of errors

****

SUMMARY

Total time worked ____________
Total lines completed ____________
Total ads completed ____________
Average time per line ____________
Average time per ad ____________
Ratio of ads to line ____________

Total # lines sample ____________
Total # of items ____________
Percent of total production ____________
Percent of sample ____________
List column numbers and numbers of errors in each.

Appendix J

LICENSED PROFESSIONS AND VOCATIONS

Accountants, CPA, PA	100 & 109
Airplane Mechanics	606
Airplane Pilots	039
Architects	002
Auto Salesmen	254
Barbers	308
Boxers	039
Cemetary Brokers & Salesmen	250
Chiropractors	029
Clinical Lab. Technologists incl.: Microbiologists Immunologists Hematologists Toxicologists Clinical Chemists	025
Cosmetologists	308
Dentists	021
Dental Hygienists	029
Drugless Practitioners	029
Educational Psychologists	029
Electrologists	308
Engineers	001
Embalmers	308
Geologists	039
Hearing Aid Dispensers	
Inhalation Therapist	025
Insurance Adjustors	205
Insurance Brokers/Salesman	251
Landscape Architects	002
Lawyers	039
Manicurists	308
Marriage Counselors	029
Midwives	029
Nurses, Registered	027
Nurses, Vocational	028
Nursing Home Administrators	029
Operating Room Technician	025
Opticians	799
Optometrists	029
Osteopathic Physicians & Surgeons	020
Pharmacists	022
Physical Therapists	029
Physicians and Surgeons	020
Physicians' Assistants	029
Podiatrists	029
Private Investigators	399

Psychiatric Technicians	029
Psychologists	029
Psychologists' Assistants	029
Real Estate Brokers/Salesmen	250
Ship or Boat:	
Captains	039
1st, 2nd, 3rd Mates	039
Pilots	039
Seamen	919
Shorthand Reporters	201
Stationary Engineers	999
Social Workers	039
Teachers	033
Veterinarians	029
Weights & Measures Inspector	129
Wrestlers	039
X-ray Technicians	025

Appendix K

COMMON INDUSTRIAL CODES

	CODE		CODE
Accounting Firm	89	Clothing Mfg.	23
Advertising Agency	73	Convalescent Home	80
Alarm	17	Cosmetic Distributor	50
Apartment House	65	County Hospital	93
Apparel Mfg.	23	Dental Lab.	80
Architectural Firm	89	Dentists Office	80
Artists Material Store	59	Department Store	53
Artists Studio	89	Division of Forestry	91
Auto Mfg.	37	Doctors Office	80
Auto Repair	75	Domestic (Priv. Homes)	88
Auto Sales (Dealer)	55	Drug Store	59
Bank	60	Dry Cleaning Service	72
Bar	58	E.O.C.	91
Beauty Shop	72	Electronic Mfg.	36
Book Store	59	Employment Agency	73
Bus Company	41	Encylopedia Brittanica	53
Cab Company	41	Engineering Firm (Cons)	89
Catering Service	58	Federal Government	91
Chamber of Commerce	86	Fire Department	93
Chemical Company	28	Florist	59
City Government	93	Food Service	58

	CODE		CODE
Financial Services	89	Plastic Molding Co.	30
Furniture Mfg.	25	Private Households	88
Furniture Store	57	Real Estate	65
Government (unknown)	90	Recreational Vehicle, Mfg.	37
Guest House	70	Restaurant	58
Hairdressing	72	Resort	70
Hospital	80	Retail Store	59
Hotel	70	Rooming House	70
Income Tax Firm	89	Salvation Army	86
Insurance Company	63	School	82
Jewelry Store	59	Secretarial Services	73
Law Office	81	Security Services (Burns)	73
Machine Shop	35	Telephone Answering Service	73
Management Consultant	73	T.V. Guide	27
Medical Laboratory	80	Service Station	55
Medical Services	80	State Government	92
Mobile Homes	55	Temporary Agency	73
Motel	70	Theatre (Movie)	78
Mutual Funds	67	Theatre	79
Nursery School	82	Thrift Shop (Non profit)	86
Nursery - Garden (Rt Sales)	59	Thrift Shop (Profit)	59
Oil Co. (e.g. Standard or Shell)	95	Tourist Guide	79
Optical Supplies	59	Travel Agency	47
Photographer	50,38,72	Trucking Firm	42

	CODE
Vineyard	01
Warehouse	42
Wood Processing	24
Writers	89
Fuller Brush	50
Nursery (Wholesale)	01
Optical Lab	38
Opthomologist	80
Avon	50

Appendix L

AIDS

San Francisco: Telephone Prefix Numbers

221
239
282
285
333
334
346
362
386
387
391
392
396
397
398
399
421
431
433
434
441
442
445
467
468
469
474
478
552
553
556
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561
563
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565
566
567
576
584
585
586
587
621
622
626
641
647
648
661
664
665
666
668
672
673
681
731
751
752
755
756
761
764
765
766
771
772
774
775
776
777
781
788
821
822
823
824
861
863
864
921
922
928
929
931
956
957
981
982
983
989
992
993
994

Salt Lake City Area: Telephone Prefix Numbers

Salt Lake City:

321
322
328
350
355
359
363
364
466
467
484
485
486
487
521
522
524
581
582

Farmington:

867

Bountiful:

292
295

Magna:

297

Kearns:

298
299
966

Murray:

262
266
268

Holladay:

272
277
278

Midvale:

254
255
561
571

Bingham:

774

ALAMEDA

Alameda
Berkeley
Fremont
Hayward
Livermore
Mount Eden
Newark
Oakland
Pleasanton
San Leandro
San Lorenzo
Sunol
Union City

CONTRA COSTA

Alamo
Antioch
Bethel
Brentwood
Byron
Canyon
Clayton
Concord
Crockett
Danville
Diablo
El Cerrito
Hercules
Kinghtsen
Layfayette
Martinez
Moraga
Oakley
Orinda
Pinole
Pittsburgh
Port Costa
Rheem Valley
Richomnd
Rodeo
San Remo
Walnut Creek

MARIN

Belvedere - Tiburon
Bolinas
Corte Madera
Dillon Beach
Fairfax
Forest Knolls
Hamilton AFB
Inverness
Lagunitas
Larkspur
Marshall
Mill Valley
Nicasio
Novato
Olema
Point Reyes
Ross
San Anselmo
San Geronimo
San Quentin
San Rafael
Sausalito
Stinson Beach
Tomales
Woodacre

SAN MATEO

Belmont
Brisbane
Burlingame
Daly City
El Granada
Hald Moon Bay
La Honda
Loma Mar
Menlo Park
Millbrae
Montara
Moss Beach
Pacifica
Pescadero
Redwood City
San Bruno
San Carlos
San Gregorio
San Mateo
South San Francisco

SALT LAKE SMSA (Salt Lake and Davis Counties)

Bountiful
Centerville
Clearfield
Clinton
Cottonwood
Draper
East Layton
East Mill Creek
Farmington
Fruit Heights
Granger
Holladay
Hunter
Emigration Canyon
Jordan
Kaysville
Kearns
Layton City
Magna
Midvale
Murray
North Salt Lake

Riverton
Sandy
South Jordan
South Salt Lake
South Weaver
Sunset
Syracuse
West Jordan
West Point
White City
Woods Cross

SALT LAKE:

- Sugar House
- Rose Park
- Ft. Douglas
- Indian Hills
- The Avenues
- Glendale

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Appendix M

COVERING LETTER -- USER SURVEY

March 23, 1973

THE UNITED STATES DEPARTMENT OF LABOR IS INTERESTED IN KNOWING HOW USEFUL WANT-ADS ARE TO EMPLOYERS AND JOB SEEKERS. ON ______________________, YOUR COMPANY PLACED THE HELP-WANTED AD DUPLICATED ON THE RIGHT IN THE SALT LAKE TRIBUNE.

THE ATTACHED QUESTIONNAIRE IS PART OF THE STUDY. WE WOULD APPRECIATE IT IF YOU WOULD COMPLETE AND RETURN IN THE ENCLOSED ENVELOPE BEFORE APRIL 6, 1973. IF YOU HAVE ANY QUESTIONS, TELEPHONE 322-1109, MRS. JEAN MULLINER.

YOUR COOPERATION WOULD BE MOST VALUABLE TO THE SUCCESS OF THIS STUDY.

THANK YOU

JOHN WALSH, DIRECTOR
OLYMPUS RESEARCH CORP.

YOUR HELP WANTED ADVERTISEMENT

(This research is being performed by Olympus Research Corporation under contract with the United States Department of Labor - Contract #21-11-73-28).

Appendix N

WANT-AD QUESTIONNAIRE

THE QUESTIONS BELOW RELATE TO THE FOLLOWING JOB LISTED IN THE WANT AD REPRODUCED ON THE COVER SHEET: ____________________

1. Did you hire someone through this advertisement?
   - ____________ Yes
   - ____________ No
   - ____________ Can't determine

2. (Complete only if answer to question 1 is "no.") Was a person hired for this job by any other means of recruitment?
   - ____________ Yes
   - ____________ No

3. Approximately how many applicants responded to this advertisement?
   ____________ Number

4. Approximately how many days did this ad appear in that newspaper? ____________

5. Besides placing a "help-wanted" ad, what other methods did you use to recruit for the particular job shown above? (Check all appropriate blocks.)
   - a. Private Employment Agencies ____________
   - b. Public Employment Service ____________
   - c. Professional Ass'ns, Schools, Unions ____________
   - d. Other (e.g. asking staff, friends, former employees, your files, walk-ins) ____________

WANT-AD QUESTIONNAIRE -- 2

THE QUESTIONS BELOW RELATE TO YOUR GENERAL RECRUITMENT PRACTICES

6. When openings occur in the occupations listed below, what is your general practice regarding the use of want ads? (Check all appropriate blocks.)

	I usually advertise	I occasionally advertise	I never advertise
Officials & Managers			
Professionals			
Technicians			
Sales Workers			
Office & Clerical			
Craftsmen (Skilled)			
Operatives (Semi-skilled)			
Laborers (Unskilled)			
Service Workers			

7. Approximately what percent of your new hires last year (1972) cam from your use of want ads?

______________ Percent

8. Generally, under what conditions do you place a want ad? (Check all appropraite blocks.)

   a. Only after the job has proven difficult to fill. ______________

   b. When you know that a specific vacancy has or will occur ______________

   c. In anticipation that vacancies may occur in the future ______________

WANT-AD QUESTIONNAIRE -- 3

THE QUESTIONS BELOW RELATE TO YOUR OWN
FIRM OR ACTIVITY

9. Please indicate, by the appropriate check, your current number of employees.

1 to 3 ______________ (1)
4 to 7 ______________ (2)
8 to 19 ______________ (3)
20 to 29 ______________ (4)
50 to 99 ______________ (5)
100 to 249 ______________ (6)
250 to 499 ______________ (7)
500 or more ______________ (8)

10. What is the principal business activity of this firm?

____

____

____

Appendix O

WANT-AD QUESTIONNAIRE -- USER STUDY

CODING SHEET

SAN FRANCISCO & SALT LAKE

3/19/73

COLUMN	FACTOR	CODE
	IDENTIFYING INFORMATION	
1	Letter Code	3
2-5	Employer Number	0001 .. 9999
6-9	Industrial Code (If only two digits available, code columns 6 & 7. Code columns 8 & 9 -- 0.)	0000 Unknown .. 9999
10 - 12	Leave blank	
13	Size of firm	
	1-3	1
	4-7	2
	8-19	3
	20-49	4
	50-99	5
	100-249	6
	250-499	7
	500 +	8
	Unknown	0
14-16	Occupational Code	000 Unknown 001 . 999

COLUMN	Date of Newspaper San Francisco	Salt Lake	CODE
17	12/10/72	--	1
	12/17/72	--	2
	1/7/73	1/7/73	3
	1/14/73	1/14/73	4
	--	1/21/73	5
	--	1/28/73	6

COLUMN	FACTOR	CODE
18	City	
	San Francisco	1
	Salt Lake City	2

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CODING SHEET -- 2

COLUMN	FACTOR	CODE
	RESPONSES	
19	Question I -- DID YOU HIRE SOMEONE	
	Yes	1
	No	2
	Can't Tell	3
	No answer	4
20	Question 2 -- HIRED FROM OTHER SOURCE	
	Yes	1
	No	2
	No answer	3
21-23	Question 3 -- HOW MANY RESPONDED	000 None
		.
		999
24-26	Question 4 -- HOW MANY DAYS	
	(Convert weeks and weekends to days.)	000
		.
		999
27-29	Question 5 -- OTHER RECRUITMENT	
	(27) a (28) b (29) c checked	1 (in appropriate column)
	(27) a (28) b (29) c not checked	0 (in appropriate column)
30-38	Question 6 -- GENERAL PRACTICE	
	Code the checked blocks by 1, 2 or 3 in appropriate column line. In a line has no check marks or multiple checks, code	0

e.g.

1	2	3	
	✓		30
✓			31
			32
		✓	33

Code : Column 30 -- 2
Column 31 -- 1
Column 32 -- 0
Column 33 -- 3

CODING SHEET -- 3

COLUMN	FACTOR		CODE
39-41	Question 7 -- PERCENT OF HIRES THROUGH ADS		
		None	000
		1%	001
		.	.
		50%	050
		100%	100
		No Response	999
42-44	Question 8 -- CONDITIONS FOR PLACING ADS		
	(42) a (43) b (44) c	checked	1
	(42) a (43) b (44) c	not checked	0
		confusing response	9
45	Size of Firm		Same coding as in column 13
46-49	Industrial Code		Same coding as in columns 6-9

Appendix P

WANT-ADS QUESTIONNAIRE -- EMPLOYER SURVEY

THE QUESTIONS BELOW RELATE TO YOUR GENERAL RECRUITMENT PRACTICES

1. When openings occur in the occupations listed below, what is your general practice regarding the use of want ads? (Check all appropriate blocks.)

	I usually advertise	I occasionally advertise	I never advertise
Officials & Managers			
Professionals			
Technicians			
Sales Workers			
Office & Clerical			
Craftsman (Skilled)			
Operatives (Semi-skilled)			
Laborers (Unskilled)			
Service Workers			

2. Approximately what percent of your new hires last year (1972) came from your use of want ads?

____
Percent

WANT-AD QUESTIONNAIRE -- 2

3. Generally, under what conditions do you place a want ad? (Check all appropraite blocks.)

   a. Only after the job has proven difficult to fill. __________

   b. When a specific vacancy has or will occur. __________

   c. In anticipation that vacancies may occur in the future. __________

4. Please indicate, by the appropriate check, your current number of employees.

   1 to 3 ____________________ (1)
   4 to 7 ____________________ (2)
   8 to 19 ____________________ (3)
   20 tp 49 ____________________ (4)
   50 to 99 ____________________ (5)
   100 to 249 ____________________ (6)
   250 to 499 ____________________ (7)
   500 or more ____________________ (8)

Appendix Q

EMPLOYER SURVEY QUESTIONNAIRE

SALT LAKE CITY
SAN FRANCISCO

CODING SHEET

COLUMN	FACTOR	CODING
	IDENTIFYING INFORMATION	
1	Letter Code	6
2-5	Employer Code Number	0000 - unknown 0001 0002 . 9999
6-9	Industrial Code (If only two digits available, code columns 6 and 7. Code columns 8 and 9 - 0.)	0000 - unknown . 9999
10	Size of Firm	

San Francisco	Code	Salt Lake City
M	1	1-3
N	2	4-7
O	3	8-19
P	4	20-49
Q	5	50-99
R	6	100-249
S	7	250-499
T	8	500+
X	0	Unknown

COLUMN	FACTOR	CODING
11	City	
	San Francisco	1
	Salt Lake	2

RESPONSES

12-20 Question 1 -- GENERAL RECRUITING PRACTICES

Code the checks 1, 2 or 3 in appropriate column 1 line.
If a line has no check marks or multiple checks, code "0".
e.g.:

1	2	3	
	✓		(12)
✓			(13)
			(14)
		✓	(15)

etc.

CODING SHEET -- 2

EMPLOYER SURVEY

COLUMN	FACTOR	CODING
	Code: Column 12 - 2 Column 13 - 1 Column 14 - 0 Column 15 - 3	
21-23	Question 2 -- PERCENT OF HIRES THROUGH ADS	
	None	000
	1%	001
	.	.
	50%	050
	100%	100
	No Response	999
24-26	Question 3 -- CONDITIONS FOR USE OF AD	
	(24) a (25) b (26) c Checked	1
	" " " Not checked	0
	Confusing Response	9
27	Question 4 -- SIZE OF FIRM	
	a	1
	b	2
	c	3
	d	4
	e	5
	f	6
	g	7
	h	8
	No answer	0

Appendix R

JOB SEEKER STUDY COVER SHEET - San Francisco

You are being asked to participate in a survey of job seekers like yourself to find out about your experiences in looking for work through the use of NEWSPAPER HELP WANTED ADS and to solicit your opinion about their value to you.

The survey is being conducted by Olympus Research Corporation, under contract with the Department of Labor and with the approval of the Department of Human Resources Development.

All answers will be treated confidentially and anonymously. Your name is not requested. When you have completed the attached questionnaire, please turn it in to the interviewer at the "Want-Ad Survey" Table. Some of you will be asked to partipate in a more detailed interview.

Thank you for your cooperation.

OLYMPUS RESEARCH CORPORATION

Appendix S

JOB SEEKER QUESTIONNAIRE

SURVEY NUMBER ______ CITY ______ LOCAL OFFICE ______ ______

WANT-AD SURVEY -- JOB SEEKER

(1) AGE: ______ (2) SEX: MALE ______ FEMALE ______

(3) WHAT KIND OF WORK ARE YOU LOOKING FOR NOW? ______ OCCUPATION

(4) APPROXIMATELY HOW LONG HAVE YOU BBEN LOOKING FOR WORK? ______ WEEKS

(5) WHAT METHODS HAVE YOU OR WILL YOU USE FOR GETTING WORK? (Check all appropriate answers)

Public Employment Service	
Wants Ads	
Direct Contact with Employers	
Private Employment Agencies	
Unions of Professional Ass's	
Other (Friends, relatives, schools	

(6) PRIOR TO YOUR PRESENT JOB SEARCH, DID YOU HAVE OCCASION TO LOOK FOR WORK IN THE PAST FIVE YEARS?

☐ YES

☐ NO

(7) DID YOU EVER, IN THE PAST FIVE YEARS, RESPOND TO ANY JOBS LISTED IN THE HELP-WANTED COLUMN OF ANY NEWSPAPER?

☐ YES

☐ NO

(8) WHAT IS YOUR OPINION ABOUT HELP-WANTED ADS AS A TOOL FOR FINDING WORK? ______

______

______

______

______

IF YOU HAVE ANSWERED "NO" TO QUESTION 7, DO NOT CONTINUE WITH THE QUESTIONNAIRE. TAKE IT TO THE SURVEY INTERVIEWER.

WANT-AD SURVEY -- 2

(9) APPROXIMATELY HOW MANY JOBS HAVE YOU FOUND IN THE PAST FIVE YEARS?

________ NUMBER

(10) DID YOU GET ANY OF THOSE JOBS THROUGH THE USE OF WANT ADS?

☐ YES

☐ NO

(11) IF "YES" HOW MANY JOBS, AND IN WHAT OCCUPATIONS?

(PLEASE LIST ONLY THOSE JOBS THAT YOU OBTAINED THROUGH A WANT AD DURING THE LAST FIVE YEARS. DO NOT LIST JOBS THAT YOU GOT BY OTHER MEANS.)

OCCUPATION	NUMBER OF JOBS
OCCUPATION	NUMBER OF JOBS
OCCUPATION	NUMBER OF JOBS
OCCUPATION	NUMBER OF JOBS
OCCUPATION	NUMBER OF JOBS
OCCUPATION	NUMBER OF JOBS

THANK YOU!

Appendix T

JOB SEEKER SURVEY CODING INSTRUCTION

COLUMN	FACTOR	CODING
1	Card Designation	A (If questionnaire has less than 3 identifying factors do not code. Set Aside.)
2	City	
	SF	1
	Salt Lake	2
3-5	Survey number from questionnaire:	
	001 - 200 - Salt Lake - Employment Service	
	201 - 399 - Salt Lake - ORC	
	400 - 499 - Commercial ORC	
	500 - 599 - Commercial - ES (HRD)	
	600 - 699 - Commercial ORC Staff	
	700 - 799 - Service and Industrial - HRD Staff	
	800 - 899 - Commercial, HRD Staff	
6-7	Age	Code actual number of years No response - 99
8	Sex	
	Male	1
	Female	2
	No response	3
	Racial Code	
	White	1
	Black	2
	Chicano	3
	Other non-white	4
	No res/not determ	5
10-12	Occupational Code (use Overview coding with the following additions):	
	"Anything" no clues	400
	"Anything" with clues	401 Professional
	" " "	402 Managerial
	" " "	403 Clerical
	" " "	404 Sales
	" " "	405 Service
	" " "	406 Blue Collar Skilled

JOB SEEKER SURVEY CODING INSTRUCTION

COLUMN	FACTOR	CODING
	"Anything" with clues	407 Blue Collar other
	" " "	408 Other
	Multilisting - different major groups (above) (Unless clues in work history weight towards a code.)	500
	Multilisting - in same major group (above)	501
		502
	(as above)	
13-15	Length of Job Search - Weeks	
	Under one week	000
	Actual number of weeks	001 - 899
	No response/unknown	9999

Convert months to weeks as follows:

1 month = 4 weeks
2 months = 9 weeks
3 " = 13 "
4 " = 17 "
5 " = 22 "
6 " = 26 "
7 " = 30 "
8 " = 35 "
9 " = 39 "
10 " = 43 "
11 " = 48 "
12 " = 52 "

METHOD OF SEARCH

COLUMN	FACTOR	CODING
	Checked	1
	Not checked	0
	Other response	2
16	Public Employment Service	
17	Want Ads	
18	Direct Contact with Employers	
19	Private Employment Agencies	
20	Unions or Professional Associations	
21	Other	

JOB SEEKER SURVEY CODING INSTRUCTION

COLUMN	FACTOR	CODING
22	Looked for work in last five years?	
	Yes	1
	No	2
	Other (list)	3
	No response	4
23	Respond to Want Ad in last five years?	
	Yes	1
	No	2
	Other (list)	3
	No respond	4
24-34	Opinions (see attached)	
35	All positive (02 or 50 - 59)	1
	All negative (01 or 10 - 39)	2
	03 or 04 or combination of negative and positive	2
	No response	8

(Before continuing coding, check for internal consistency. If you coded "2" in Column 23, and there is no evidence that this was an error on the part of the respondent, do NOT continue coding. If preponderance of evidence is that it was an error, correct respondents answer, correct the coding, and continue to columns 36-37 and 38.)

COLUMN	FACTOR	CODING
36-37	Number of jobs found in last five years	
	None	99
	Actual number	01 - 89
	Many can't remember	90
	No response	95
	Not applicable	Blank
38	Did you get any jobs through Want Ads?	
	Yes	1
	No	2
	Other	3
	No response	4
	Not applicable	leave blank
39-68	Occupation and number of jobs found through Want Ads	

JOB SEEKER SURVEY CODING INSTRUCTION

COLUMN	FACTOR	CODING
39-41	1st job: Occupation	
42-43	1st job: Number	99 unknown/no response
44-46	2nd job: Occupation	
47-48	2nd job: Number	99 unknown/no response

(Note: For occupation use Overview Survey occupational booklet. For number, code actual number, 99 for no response.)

Use as many columns as needed. Leave unneeded columns blank.

JOB SEEKER SURVEY

OPINION CATEGORIES FOR COLUMNS 24-34

No response or non-responsive answer	99
Negative response - no explanation	01
Positive response - no explanation	02
Qualified positive response (1st answer)	03
Qualified negative response (1st answer)	04

Negative opinions regarding ad itself:

Inadequate information about job and requirements	10
Inadequate information about employer	11
"Misleading" (come-ons)	12
False advertising	13
Repetition of similar ads	14
Poor organization - hard to use	15
Private agencies dominate	16
P.A. come-ons, shouldn't pay or exist	
Other (List on "other" slip)	19

Negative opinions regarding process of responding:

No answer from employer (phone or letter)	20
Time and/or money wasted	21
Positionsfilled	22
Too many responses (competition)	23
Other (list on "other" slip)	29

Fails to serve individual because:

Ads are for high level occupations, and/or experience	30
Jobs low paid, poor quality	31
Problems of age, transportation, sex, race (ads or job?)	32
Prefer alternative job matching mechanisms	33
Local references required	34
Personal testimonial	35
Ads better in other cities	36
Poorly represented in specific fields	37
Other (list on "other" slip)	39

JOB SEEKER SURVEY

Reasons for positive responses:

Personal testimonial (experience)	50
Motivates job-search (gets going)	51
Facilitates job search (cost, time, convenience) (leads, broadens contacts)	52
Good for newcomers in city	53
Freedom of choice	54
Alternate mechanisms worse	55
Other (list on "other" slip)	59

Appendix U

INCIDENT SURVEY

RESPONSE NUMBER ________

JOB SEARCH SURVEY NUMBER ________________

1. WHEN WAS THE LAST TIME YOU ANSWERED AN AD? ____________________
Approximate month and/or year

2. OCCUPATION AS LISTED IN NEWSPAPER AD: ____________________

3. COULD YOU IDENTIFY THE EMPLOYER OR ADVERTISED FROM THE AD?
NO ________ YES ________ PRIVATE AGENCY ________

4. HOW DID YOU CONTACT THE ADVERTISER? (Check initial contact only)
LETTER ________ TELEPHONE ________ PERSONAL VISIT ________

5. WHAT HAPPENED AFTER YOU CONTACTED THE ADVERTISER? (Process only-not result)

DESCRIPTION: ____________________

NO RESPONSE ________
JOB FILLED (BY LETTER OR PHONE) ________
TOLD UNQUALIFIED (BY LETTER OR PHONE) ________
APPLICATION TAKEN ________
PERSONAL INTERVIEW ________
OTHER ________

6. AFTER YOU CONTACTED THE ADVERTISER, DID YOU STILL WANT THE JOB?
YES ________ NO ________ (EXPLAIN WHY)

7. WAS THE JOB OFFERED TO YOU? YES ________ NO ________ PENDING ________

8. FINAL RESULT: (Interviewers Decision, but ask if unclear) HIRED ________
NOT HIRED ________ APPLICANT REFUSED ________ PENDING ________

COMMENTS: ____________________

Appendix V

CARD B

CODING SHEET -- JOB SEEKERS INCIDENTS

COL. NO.	QUESTION NO.	FACTOR	CODE
54-56	1. When was ad answered	Less than a week	000
		Actual number	001
		No response	999
57-59	2. Occupation in newspaper	(Job Seeker Survey Code)	
60	3. Identity of advertiser	No	1
		Yes	2
		Pr. Agency	3
		No response	4
61	4. How contacted	Letter - Box #	1
		Telephone	2
		Pers. visit	3
		Combination of 1or 2 and 3	4
		No response	5
62	5. What happened If (1) don't continue	No response to contact	1
		Job filled	2
		Unqualified	3
		Application taken	4
		Personal Interview	5
		Other	6
		No response on form	7
63	6. Did resp. still want the job	Yes	1
		No	2
		No response	3
		Not applicable	4
64	7. Was he offered job	Yes	1
		No	2
		Pending	3
		No response	4
		Not applicable	5
65	8. Final result	Hired	1
		Not hired	2
		Applicant refused	3
		Pending	4
		No answer	5

Appendix W

LETTER TO EMPLOYMENT SERVICE

TO: DHRD INTERVIEWERS

FROM: OLYMPUS RESEARCH CORPORATION - MIRIAM JOHNSON

SUBJECT: WANT-AD SURVEY

DATE: APRIL 13, 1973

The half sheet on the questionnaire describes the nature of this study and there is little point in repeating it. Every person you deal with who is a job seeker should be offered a questionnaire. The more responses, the more valid the study.

Say something like: "A survey is being conducted to find out what value newspaper help-wanted ads are to people who are looking for work. You might be interested in participating. Here is the questionnaire. Complete it yourself. It will only take a few minutes of your time. When you have completed it, give it to the interviewer at the desk with a sign, 'WANT AD SURVEY' on your way out."

If you know the job title of the applicant, please jot it down in pencil on the covering half-sheet, in pencil. It would help in coding.

Some people will be selected for a more detailed inquiry into their experiences with want ads. Since the number of depth interviews will be, of necessity, small and insignificant statistically, there will be greater case study value if there is a somewhat representative distribution of applicant characteristics and occupations. If, in the course of the survey, we note that there is a serious underrepresentation of certain groups of job seekers, we will ask your assistance in concentrating on people with those characteristics.

We would like to get 150 to 200 responses from this office. We would hope that this will take less than a week. Please do not hand out questionnaires after 3:00 P.M. If, for some reason, an ORC interviewer will not be at the designated survey desk, your supervisor will notify you. In that case, hold on to the questionnaires.

Starting dates: Service & Industrial - April 16, 8:00 A.M.
Commercial & Professional - April 19, 8:00 A.M.

THANK YOU FOR YOUR COOPERATION.

BEST COPY AVAILABLE

Appendix X

JOB SEEKER SURVEY

ORC INTERVIEWERS INSTRUCTIONS

GENERAL INFORMATION

The survey of job seekers is being conducted at two levels: (1) A self-completing, two page schedule for any and all job seekers coming to the two HRD offices during the survey weeks; (2) Depth interviews with approximately fifty of those respondents, selected on the basis of occupational quotas, responses to the self-completed form, and available time.

EQUIPMENT NEEDS

You will need the following items: desk sign, self-completing schedules, responses #1, responses blank, occupational tally sheet, pen, clips, two manila folders (a) for self-completed questionnaires, (b) for questionnaires with depth interviews, many pencils.

RELATIONSHIP WITH HRD

When you arrive in the morning, and when you leave at night, notify the manager or assistant manager. If you have occasion to leave the desk empty for an extended period, notify the assistant manager. If you want greater emphasis on a particular occupation, ask the assistant manager to alert the appropriate interviewer. (The manager may designate a supervisor for you to deal with instead.)

THE TASK

You have three basic jobs. (1) To initiate and distribute blank questionnaires to job seekers -- particularly those who assemble and review the open job orders at the Job Information Center, and as they leave (2) To accept, review, enter racial code and clarify those self-completed forms that were either initiated by you or the HRD interviewers. (3) To select appropriate respondents for the depth interview and conduct such interviews.

The staff of DHRD will be given questionnaires, designeated 'HRD.' They will be asked to hand them out to their clients at any point in the office. Clients will be instructed to complete and turn in to WANT AD SURVEY INTERVIEWER. (You)

Your team will distribute your self-completing questionnaires at periodic intervals in the Job Information Center to job seekers examining jobs domestic workers or the very young, with instructions to return to you when they have completed. Depending on the location of your desk and the flow of traffic you can also stop people as they are leaving and ask them to fill out the schedules.

Watch out for overloading the responses from any special group of compulsory HRD applicants such as veterans, food stamp recipients, and AFDC recipients, domestic workers or the very young.

Concentrate first on completing the required depth interviews, since we may not always have two people present.

Work out the best division of work. One way may be for one person to distribute the questionnaires, to check the returns and to line up the next depth interview, while the other person is doing the interviewing. All this depends on traffic and volume of returns.

PROCEDURES WHEN ACCEPTING COMPLETED QUESTIONNAIRES

1. Check to see if answers are completed and sensible. If page 2 is completed, enter Survey Number on that sheet.
2. Provide racial code in upper right hand corner.
3. Determine appropriateness for longer interview, as follows:
   - A. First consideration: Check question 7 in response. If the answer is

"NO," thank respondent and terminate. Only people who have dealt with ads should be interviewed further.

B. Second consideration: Check the respondent's occupation against the occupational tally form for what you still need. DO NOT INCLUDE OCCUPATIONS CLEARLY BELONGING IN THE OTHER HRD OFFICE,

C. Third consideration: Ask the person who answers "YES" to question 7 when the last occasion occured when he answered an ad. The more recent the experience, the more valid the memory. Opt for the current job search period. However, if the occupational tally sheet indicates that this is a hard-to-fill group, don't rule out the person unless the last experience is longer than a year.

D. Decisive consideration: Getting respondent to agree to participate.

4. You will be conducting the interviews and answering the questions on the Response Sheets. Enter survey number in right hand corner and Response Number, beginning with 1. Number each additional response sheet used for a single respondent consecutively.

5. When the interview is completed, attach all the response sheets to the self-completing schedule turned in by the respondent, and put in manila folder. Turn in to Pat or Amy.

6. At the end of the day, review your interview folder and tally the occupations. This should be reviewed by the next day's team to determine what they should be looking out for.

INTERVIEWERS INSTRUCTIONS -- 4

CONTENT: SELF-COMPLETING SCHEDULE

RACIAL CODING:
1 White
2 Black
3 Chicano
4 Other Non-White
5 Unknown

DO NOT ASK THE RESPONDENT WHAT HIS RACE IS. THIS IS BY OBSERVATION ONLY, AND NOT A STUDY OF BLOOD CONTENT.

QUESTION 3 -- OCCUPATION: Attempt to get enough clarity for occupational coding. Check HRD notation under survey number, if respondent gives fuzzy answer, or ask to see his HRD ID card. In the Industrial Office and among youth you are apt to get a lot of "anything" answers. Try to narrow it down, at least to "blue collar, unskilled."

QUESTION 4 -- LENGTH OF JOB SEARCH: If it is blank, ask why. Person may have just become unemployed. Code "0" if looking for work less than five days.

QUESTIONS 5 & 6 -- SELF EXPLANATORY

QUESTION 7 -- BE CERTAIN THAT THERE IS SOME RESPONSE TO THIS

QUESTION 8 -- OPEN END: If there is no answer, check #7. If "NO," drop it. If "YES," ask for a response.

QUESTION 9 -- NUMBER OF JOBS: Check that those who answered "yes" on #7 have gone on to answer the rest of the questionnaire. They may have overlooked it. If there is an opportunity, make sure the applicant has made a distinction between "jobs found" and "jobs held."

QUESTION 10 -- FOUND THROUGH WANT ADS: SELF-EXPLANATORY

QUESTION 11 -- HOW MANY: This may be confusing to people who don't distinguish between an 'occupation' and a 'job.' There is also a danger that they will confuse this with a chronological work history. Responses should be limited to jobs obtained through a want ad.

CONTENT: DEPTH INTERVIEW

A different response sheet should be completed by you for a single respondent covering each occasion that he answered an ad. If there are many, then be guided by the following consideration: Don't exceed 10 from a single person -- and don't take more than a half hour for an interview, unless there is nobody waiting, and respondent is enjoying himself.

There is no need that the responses be strictly chronological. Asking the respondent to start with the most recent experience is only a device for getting at his clearest memory and focusing him on the details of the process. Accept any experience the respondent offers, in whatever sequence he chooses. Just be certain that the survey number is put on each.

It is the process of responding to an ad that concerns us most -- not so much what happens after he goes to work or why the employer decided not to hire him after an interview. If there was gross misrepresentation in the ad of the conditions of the job, or gross omission of make-or-break requirements, these should be noted.

If an ad produces a match, it is a 'successful' transaction. A lesser degree of 'success' is attained if it produces a valid job interview. Negotiations may fail, but the job seeker's efforts were productive to the degree that he was able to compete.

INTERVIEWERS INSTRUCTIONS -- 6

QUESTION 2 -- OCCUPATION IN AD: Try to get the person to remember what the ad said, occupationally, rather than what he was looking for.

QUESTION 3 -- EMPLOYER IDENTITY: Make the distinction between finding out after he applied, and knowing from the ad itself. It is the latter that is being asked.

QUESTION 4 -- METHOD OF CONTACT: Limit this response to the method prescribed by the ad -- not the steps taken in the latter stages of the process. Check only one block.

QUESTION 5 -- RESULTS OF APPLYING: This question is asking about the process of applying for the job, not necessarily the final outcome, though the process may be stopped. First, get down the important points in the description. Don't check the blocks until the process is clearly understood by you. If he gets a personal interview, check only that block. A visit doesn't necessarily mean an interview. Sometimes a person only leaves his application with a clerk.

QUESTION 6 -- JOB SEEKERS VIEWPOINT: This question is designed to pick up the differences, if any, between the job searchers perception of the job from the ad, and his perception after making his initial contact (employer, agency, in person or by phone). His answers are very important especially if he says "NO."

QUESTION 7 -- JOB OFFER: This is designed to assist you in making the final decision for the next question.

QUESTION 9 -- OUTCOME: This is your decision or synthesis. You may need to ask some clarifying question. If there was no match, who did the rejecting, why and at what point, if it can be seen.